

A background image showing three students in dark blue blazers celebrating. The student on the right is holding a trophy and has their arm raised. All three are wearing medals and have joyful expressions. The background is a blue wall with large white letters, including 'N' and 'C'.

THIS IS
HOW
we do
DECA®



**THIS IS HOW WE
USE ROLE-PLAYS
AND CASE STUDIES
IN THE CLASSROOM**



DECA Connects

- Content Knowledge
 - Career Clusters®
 - Career Pathways
 - Instructional Areas
 - Performance Indicators
- Career Competencies
- Academic Integration



Role-play Overview

Prep Time /
Present Time

Solution

Performance
Indicators



MARKETING COMMUNICATIONS SERIES EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communications

INSTRUCTIONAL AREA
Promotion

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain marketing and its importance in a global economy.
- Explain the nature of buzz-marketing.
- Explain the use of video/images for digital marketing.
- Monitor user-generated content.
- Explain the nature of corporate branding.

- Career Cluster
- Career Pathway
- Instructional Area

Career
Competencies

Performance Indicator Lists



**BUSINESS
ADMINISTRATION CORE**



**BUSINESS MANAGEMENT +
ADMINISTRATION**



ENTREPRENEURSHIP



FINANCE



HOSPITALITY + TOURISM



MARKETING



PERSONAL FINANCIAL LITERACY



PERFORMANCE INDICATORS

**HOSPITALITY + TOURISM
CAREER CLUSTER**

THE HOSPITALITY AND TOURISM CAREER CLUSTER
PERFORMANCE INDICATORS ARE USED FOR THE
FOLLOWING EVENTS:

HOSPITALITY AND TOURISM PROFESSIONAL SELLING **HTPS**

HOSPITALITY SERVICES TEAM DECISION MAKING **HTDM**

HOTEL AND LODGING MANAGEMENT SERIES **HLM**
Lodging Pathway

QUICK SERVE RESTAURANT MANAGEMENT SERIES **QSRM**
Restaurant Management Pathway

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES **RFSM**
Restaurant Management Pathway

TRAVEL AND TOURISM TEAM DECISION MAKING **TTDM**

Performance indicators are used to define the parameters of the comprehensive written career cluster exam and other activities that are part of the overall competition.

This list was compiled by MBAResearch and Curriculum Center and DECA Inc. and represents efforts to support all DECA competitive events within the overall framework of the National Business Administration Standards. Individual indicators are based on a review of prior research and on extensive review of available online and print literature-both from industry and education.

For additional information on these Performance Indicators, the National Curriculum Framework, or the National Business Administration Standards, please visit the MBAResearch web site at www.mbaresearch.org. Questions may be e-mailed to service@mbaresearch.org.

Posted online July 2026 by DECA Inc.



Hospitality and Tourism Operations Research **HTOR**
Hospitality and Tourism Professional Selling **HTPS**
Hospitality Services Team Decision Making **HTDM**
Hotel and Lodging Management Series **HLM**
Principles of Hospitality and Tourism **PHT**
Quick Serve Restaurant Management Series **QSRM**
Restaurant and Food Service Management Series **RFSM**
Travel and Tourism Team Decision Making **TTDM**
Virtual Business Challenge—Hotel Management **VBCHM**
Virtual Business Challenge—Restaurant **VBCSR**



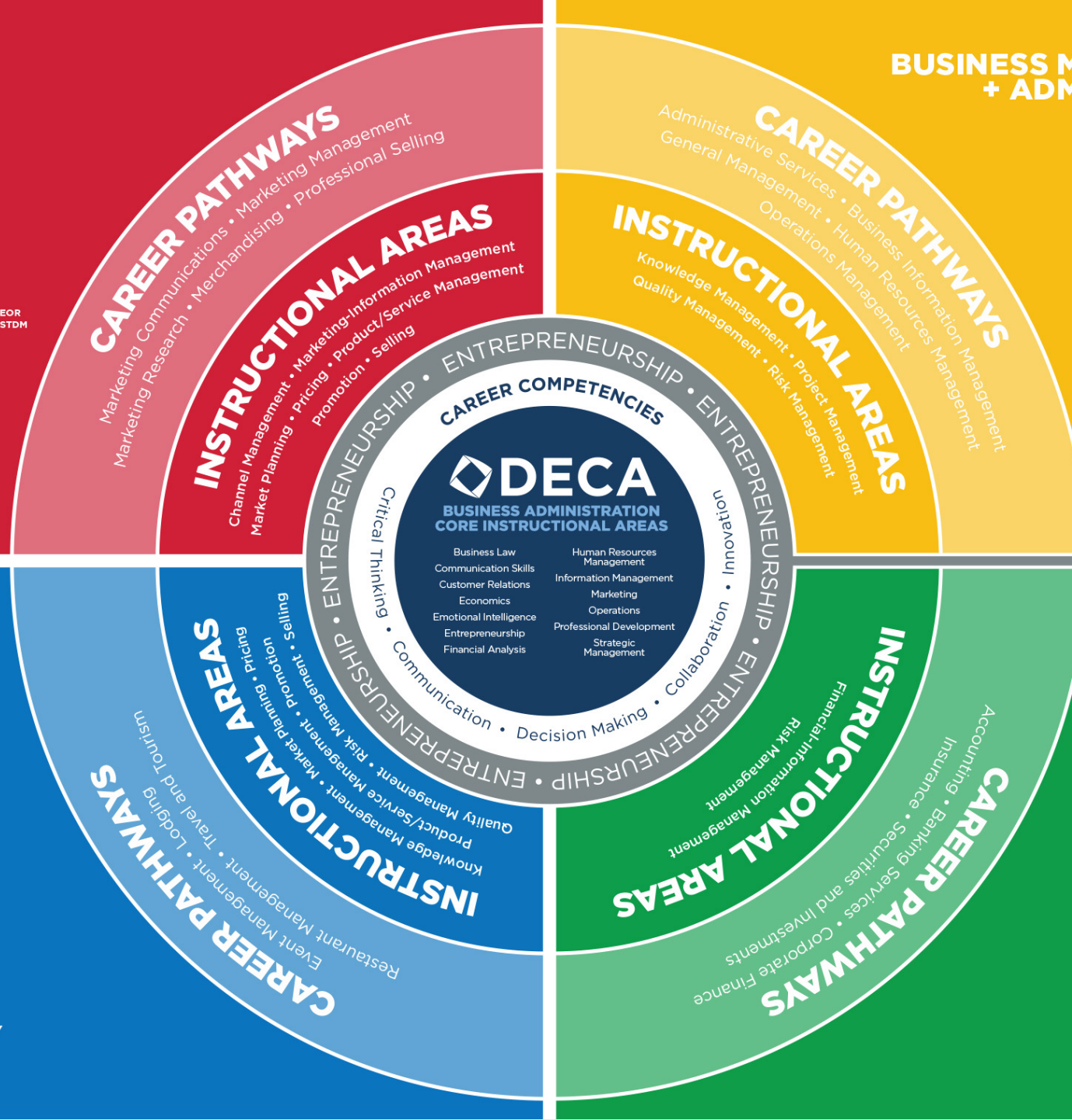
ENTREPRENEURSHIP

Business Growth Plan **EBG**
 Entrepreneurship Series **ENT**
 Entrepreneurship Team Decision Making **ETDM**
 Franchise Business Plan **EFB**
 Independent Business Plan **EIB**
 Innovation Plan **EIP**
 International Business Plan **IBP**
 Principles of Entrepreneurship **PEN**
 Start-Up Business Plan **ESB**
 Virtual Business Challenge-Entrepreneurship **VBCEEN**



Accounting Applications Series **ACT**
Business Finance Series **BFS**
Financial Consulting **FCE**
Finance Operations Research **FOR**
Financial Services Team Decision Making **FTDM**
Principles of Finance **PFN**
Stock Market Game **SMG**
Virtual Business Challenge—Accounting **VBCAC**

FINANCE



Instructional Areas



BUSINESS ADMINISTRATION CORE

Business Law

Communications

Customer Relations

Economics

Emotional Intelligence

Entrepreneurship

Financial Analysis

Human Resources Management

Information Management

Marketing

Operations

Professional Development

Strategic Management



BUSINESS MANAGEMENT + ADMINISTRATION

Business Law

Communications

Customer Relations

Economics

Emotional Intelligence

Entrepreneurship

Financial Analysis

Human Resources Management

Information Management

Knowledge Management

Marketing

Operations

Professional Development

Project Management

Quality Management

Risk Management

Strategic Management



PERSONAL FINANCIAL LITERACY

Earning Income

Spending

Saving

Investing

Managing Credit

Managing Risk



ENTREPRENEURSHIP

Business Law

Channel Management

Communications

Customer Relations

Economics

Emotional Intelligence

Entrepreneurship

Financial Analysis

Human Resources Management

Information Management

Market Planning

Marketing

Marketing-Information Management

Operations

Pricing

Product/Service Management

Professional Development

Promotion

Quality Management

Risk Management

Selling

Strategic Management

Instructional Areas

\$ FINANCE

Business Law
Communications
Customer Relations
Economics
Emotional Intelligence
Entrepreneurship
Financial Analysis
Financial-Information Management
Human Resources Management
Information Management
Marketing
Operations
Professional Development
Risk Management
Strategic Management

HOSPITALITY + TOURISM

Business Law
Communications
Customer Relations
Economics
Emotional Intelligence
Entrepreneurship
Financial Analysis
Human Resources Management
Information Management
Knowledge Management
Market Planning
Marketing
Operations
Pricing
Product/Service Management
Professional Development
Promotion
Quality Management
Risk Management
Selling
Strategic Management

MARKETING

Business Law
Channel Management
Communications
Customer Relations
Economics
Emotional Intelligence
Entrepreneurship
Financial Analysis
Human Resources Management
Information Management
Market Planning
Marketing
Marketing-Information Management
Operations
Pricing
Product/Service Management
Professional Development
Promotion
Selling
Strategic Management

Instructional Areas

 MARKETING

PROMOTION

- Apparel and Accessories Marketing Series
- Automotive Services Marketing Series
- Business Services Marketing Series
- Sports and Entertainment Marketing Team Decision Making

 HOSPITALITY + TOURISM

PRICING

- Hotel and Lodging Management Series
- Restaurant and Food Service Management Series

Role-play Overview

- Student Role
- Company
- Judge Role
- Deliverable
- Meeting Location

EVENT SITUATION

You are to assume the role of the **marketing communications specialist** for **Craft Path**, a chain of arts and crafts retail stores. The **director of marketing** (judge) wants you to **develop a strategy that will highlight a special occasion, promote **Craft Path** and boost engagement.**

Craft Path has over 1,000 locations across the United States and Canada. The big-box stores feature merchandise for crafts, hobbies, home décor plus seasonal and holiday items. The primary target market includes females aged 35-59 years old, and the secondary market includes parents and guardians who need supplies for children's school projects.

National Selfie Day is celebrated every June 21 on social media. Each year, users on Instagram and Facebook post selfies and use the hashtag #NationalSelfieDay in honor of the special day. This year, the **director of marketing** (judge) wants you to **develop a strategy to highlight National Selfie Day and **Craft Path** that will boost engagement with younger demographics.** The director of marketing (judge) is hoping for buzz that will have people talking about **Craft Path** and posting unique selfies.

You will present your ideas to the **director of marketing** (judge) in a role-play to take place in the **director of marketing's (judge's) office.** The **director of marketing** (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the **director of marketing's** (judge's) questions, the **director of marketing** (judge) will conclude the role-play by thanking you for your work.

Instructional Methods

- Warm-up activities and class discussions
- Think-Pair-Share
- Writing exercises
- Public speaking exercises
- Assessment tools



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Evaluation



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MARKETING COMMUNICATIONS SERIES

JUDGE'S EVALUATION FORM
EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain marketing and its importance in a global economy.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the nature of buzz-marketing.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the use of video/images for digital marketing.	0-1-2-3	4-5-6	7-8-9	10	
4.	Monitor user-generated content.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the nature of corporate branding.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						



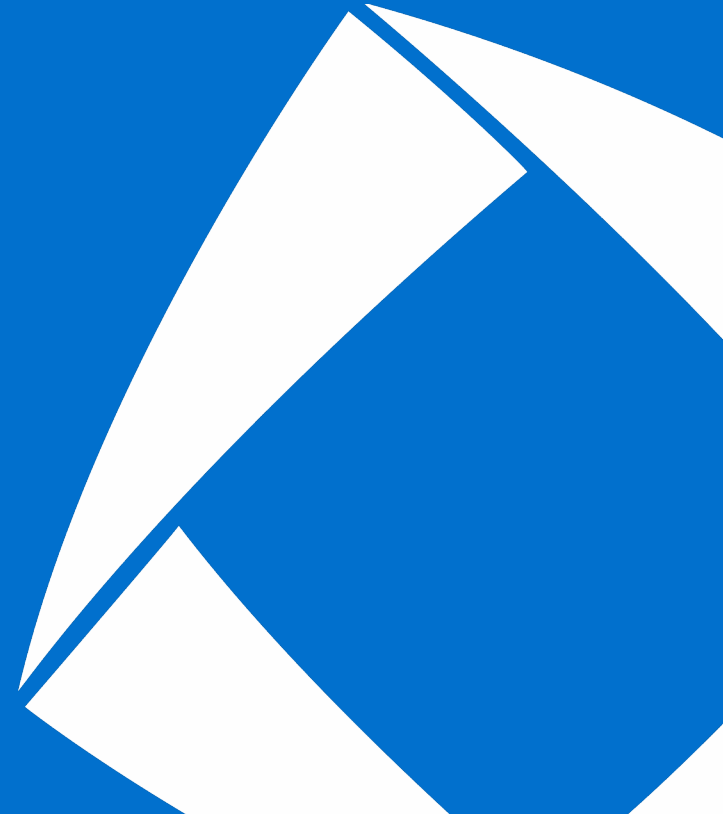
deca.org/resources

Advisor Resource Center

Search by:

- Career Cluster
- Instructional Area
- Competitive Event
- Type
- and more!

COOL IDEAS





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DECA®