



COMPETITIVE
EVENTS

STATE-ONLY
EVENTS

CHAPTER
AWARDS

RECOGNITION
+ SCHOLARSHIPS

SUPPLEMENTAL GUIDE

2026–2027

MYPADECA.ORG



WELCOME TO PENNSYLVANIA DECA

Pennsylvania DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. This Supplemental Guide is the companion to the national *DECA Guide*, detailing the policies, competitive events and recognition unique to Pennsylvania DECA for the **2026–2027** program year.

Advisors should review this guide alongside the *DECA Guide* and share the relevant policies, dress code and event guidelines with their members. Where a Pennsylvania event differs from its national counterpart, the rules in this guide apply.

Significant policy changes take effect this year, including proportional district allocations and the written event commitment rule. See **What's New This Year** on page 3.

8,600+

STUDENT MEMBERS

116

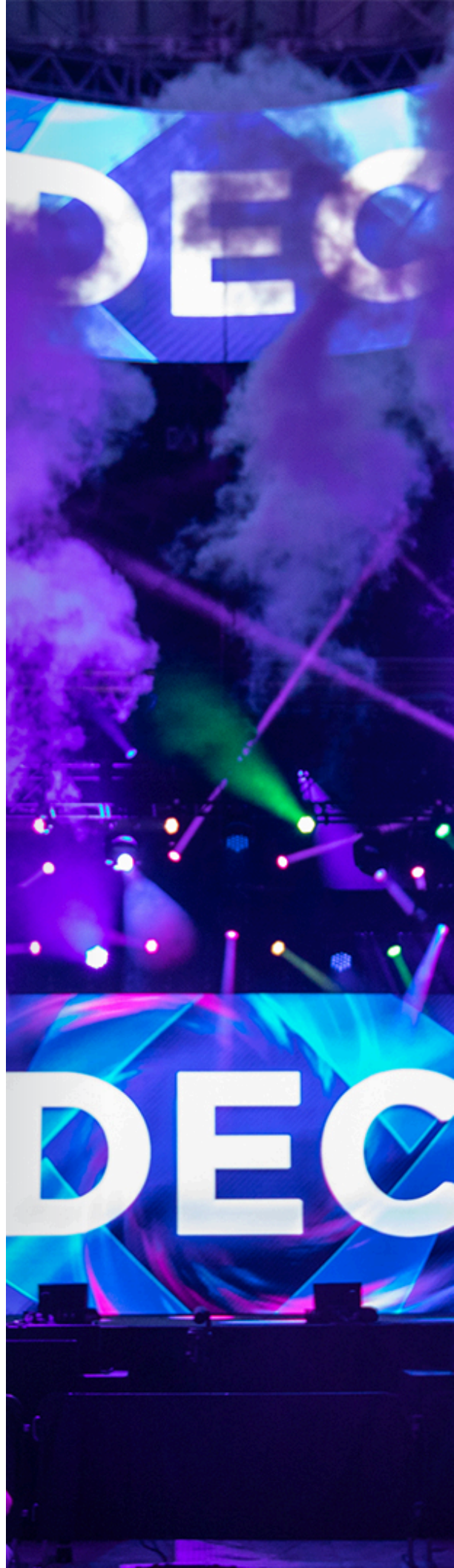
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DISTRICTS

1960

CHARTERED





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2026–2027

WHAT'S NEW THIS YEAR

Two significant policy changes take effect for the 2026–2027 competitive season. Review both carefully before planning your chapter's SCDC registration.

PROPORTIONAL DISTRICT ALLOCATIONS

Principles, Individual Series, Team Decision Making and Personal Financial Literacy allocations are no longer set by fixed member ratios. Each district's allocation is now **distributed in proportion to membership**: a statewide pool (35 for Individual Series, 28 for Team Decision Making) is divided among the twelve districts by membership share, with a minimum of two per district. Adopted by the Board of Trustees in June 2026.

WRITTEN EVENT COMMITMENT

All written event participants must complete the pre-submission form by **November 15**. Students who sign up for a written event on the form are **required to compete in that event** and may not enter another event at SCDC. Students may still compete in a role-play event at their district conference where district guidelines permit.

ALSO THIS YEAR

- The Chapter Allotment chart adds a 263+ membership tier (eight competitors).
- PA ICDC allocations are updated across all event categories.
- General Information charts are color-coded by career cluster.



COMPETITIVE EVENTS

GENERAL INFORMATION ON COMPETITIVE EVENTS

Review all items thoroughly. **A district cannot create a policy that violates the state constitution, by-laws and policies of PA DECA.**

STATE-LEVEL PARTICIPATION IN EVENTS

Students may enter just one competitive event at SCDC. The following events are open to all students and do **not** qualify a student to attend the State Career Development Conference. Students applying for scholarships interview at the conference and must register in an additional area.

- ✓ PA DECA Scholarship
- ✓ State Business Partnership Scholarship
- ✓ Food Merchants' Scholarship
- ✓ Jerry DiGiovanni, Jr. & Sr. Scholarship
- ✓ Student of the Year Scholarship
- ✓ Member of the Year Scholarship
- ✓ Charles Mariotz Scholarship
- ...and more

WRITTEN EVENTS + PRE-SUBMISSION

All written event participants are required to fill out the pre-submission chart. Students who complete it are not permitted to compete in another event at SCDC. Students may still compete in a role-play event at their district conference if permitted by their district conference guidelines.

DISQUALIFICATION + APPEARANCE

Disqualification affects **only** the portion of the event in which the violation occurred. For example, a student who fails to appear for one role-play receives a zero for that portion, but the other scores count at full value. Students have qualified for national competition under such conditions. Different judges may have different perceptions of an appropriate businesslike appearance; a student may be penalized in one portion of an event and not in another even though their appearance has not changed.

7

CAREER CLUSTERS

7+

STATE SCHOLARSHIPS

1

EVENT PER STUDENT AT SCDC



WRITTEN EVENT INTEGRITY

Purpose. As part of its guiding principles, DECA aims to cultivate professionally responsible members who embody ethics, integrity and high standards. Clear policies prohibiting plagiarism and academic dishonesty are central to responsible citizenship.

PLAGIARISM

Plagiarism is the act of using someone else's language, ideas or original material without properly acknowledging the source. It ranges from directly copying a passage to paraphrasing without citation, and must be scrupulously avoided. Students must acknowledge all ideas, work and distinctive phrasing that are not their own original contributions, including previous DECA submissions by the student.

When incorporating information from external sources, you must (1) provide an in-text citation alongside any quoted, paraphrased or summarized content, and (2) list the full source details in a footnote and bibliography.

ARTIFICIAL INTELLIGENCE (AI)

The use of AI in writing is a rapidly evolving and complex topic that raises important ethical considerations. The technology allows for rapid content creation, automation of repetitive tasks and personalized text, but its rise also presents ethical questions that must be carefully navigated.

As AI writing systems become more sophisticated, schools and organizations need clear policies for how these tools may be used. Refer to the DECA Direct article on the use of AI in competitive events for current guidance.

Reminder: All written entries and pitch decks must include a signed Statement of Assurances and Academic Integrity (see page 33). Only physical or digital signatures are accepted. Typed names are not.



COMPETITIVE EVENTS

CHAPTER ALLOTMENT

State Competitive Event Entries. Chapters must adhere to the established ratios below when submitting competitive event registration for the State Career Development Conference.

The chart was developed to help you determine the number of competitors allowed for your chapter. Use it for all events on the Competitive Events General Information pages that refer to the Chapter Allotment chart.

All allotments are based on student membership received by **November 15** of the current year. The membership number used to determine chapter allotment is the number of students joining both State and National DECA.

NUMBER OF CHAPTER MEMBERS	COMPETITORS ALLOWED
1 – 26	1
27 – 52	2
53 – 122	3
123 – 157	4
158 – 192	5
193 – 227	6
228 – 262	7
263+	8

Allotments were revised and adopted by the Board of Trustees in June 2026.



COMPETITIVE EVENTS

GENERAL INFORMATION

Registration codes are color-coded by career cluster. Refer to the Chapter Allotment chart where indicated. Principles and Individual Series allocations are distributed to districts **in proportion to membership**, with a minimum of two per district (adopted June 2026); the Individual Series statewide pool is 35.

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

CODE	EVENT NAME	# IN EVENT	DISTRICT	STATE	DISTRICT ENTRIES · STATE CONF.	ICDC	PA ICDC
PBM	Principles of Business Management & Administration	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
PEN	Principles of Entrepreneurship	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
PFN	Principles of Finance	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
PHT	Principles of Hospitality & Tourism	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
PMK	Principles of Marketing	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7

INDIVIDUAL SERIES EVENTS

CODE	EVENT NAME	# IN EVENT	DISTRICT	STATE	DISTRICT ENTRIES · STATE CONF.	ICDC	PA ICDC
ACT	Accounting Applications Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
AAM	Apparel & Accessories Marketing Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
ASM	Automotive Services Marketing Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
BFS	Business Finance Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
BSM	Business Services Marketing Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
ENT	Entrepreneurship Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
FMS	Food Marketing Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
HLM	Hotel & Lodging Management Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
HRM	Human Resources Management Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
MCS	Marketing Communications Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
QSRM	Quick Serve Restaurant Management Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
RFSM	Restaurant & Food Service Management Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
RMS	Retail Merchandising Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7
SEM	Sports & Entertainment Marketing Series	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7

COMPETITIVE EVENTS

GENERAL INFORMATION

Team Decision Making, Entrepreneurship and Personal Financial Literacy events. Team Decision Making and Personal Financial Literacy allocations are distributed to districts **in proportion to membership**, with a minimum of two per district (adopted June 2026); the Team Decision Making statewide pool is 28.

TEAM DECISION MAKING EVENTS

CODE	EVENT NAME	# IN EVENT	DISTRICT	STATE	DISTRICT ENTRIES · STATE CONF.	ICDC	PA ICDC
BLTDM	Business Law & Ethics Team Decision Making	2	Yes	Yes	Proportional district allocation · min. 2	Yes	6
BTDM	Buying & Merchandising Team Decision Making	2	Yes	Yes	Proportional district allocation · min. 2	Yes	6
ETDM	Entrepreneurship Team Decision Making	2	Yes	Yes	Proportional district allocation · min. 2	Yes	6
FTDM	Financial Services Team Decision Making	2	Yes	Yes	Proportional district allocation · min. 2	Yes	6
HTDM	Hospitality Services Team Decision Making	2	Yes	Yes	Proportional district allocation · min. 2	Yes	6
MTDM	Marketing Management Team Decision Making	2	Yes	Yes	Proportional district allocation · min. 2	Yes	6
STDM	Sports & Entertainment Marketing Team Decision Making	2	Yes	Yes	Proportional district allocation · min. 2	Yes	6
TTDM	Travel & Tourism Team Decision Making	2	Yes	Yes	Proportional district allocation · min. 2	Yes	6

ENTREPRENEURSHIP EVENTS

CODE	EVENT NAME	# IN EVENT	DISTRICT	STATE	CHAPTER ENTRIES · STATE CONF.	ICDC	PA ICDC
ESB	Start-Up Business Plan	1-3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
EIB	Independent Business Plan	1-3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
IBP	International Business Plan	1	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
EIP	Innovation Plan	1-3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
EBG	Business Growth Plan	1-3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
EFB	Franchise Business Plan	1-3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6

PERSONAL FINANCIAL LITERACY EVENT

CODE	EVENT NAME	# IN EVENT	DISTRICT	STATE	DISTRICT ENTRIES · STATE CONF.	ICDC	PA ICDC
PFL	Personal Financial Literacy	1	Yes	Yes	Proportional district allocation · min. 2	Yes	7

COMPETITIVE EVENTS

GENERAL INFORMATION

Project Management, Business Operations Research, Integrated Marketing Campaign and Professional Selling & Consulting events.

PROJECT MANAGEMENT EVENTS

CODE	EVENT NAME	# IN EVENT	DISTRICT	STATE	CHAPTER ENTRIES · STATE CONF.	ICDC	PA ICDC
PMBS	Business Solutions Project	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
PMCD	Chapter Development Project	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
PMCA	Community Awareness Project	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
PMCG	Community Giving Project	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
PMFL	Financial Literacy Project	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
PMSP	Sales Project	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6

BUSINESS OPERATIONS RESEARCH EVENTS

CODE	EVENT NAME	# IN EVENT	DISTRICT	STATE	CHAPTER ENTRIES · STATE CONF.	ICDC	PA ICDC
BOR	Business Services Operations Research	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
BMOR	Buying & Merchandising Operations Research	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
FOR	Finance Operations Research	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
HTOR	Hospitality & Tourism Operations Research	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
SEOR	Sports & Entertainment Marketing Operations Research	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6

INTEGRATED MARKETING CAMPAIGN & PROFESSIONAL SELLING EVENTS

CODE	EVENT NAME	# IN EVENT	DISTRICT	STATE	CHAPTER ENTRIES · STATE CONF.	ICDC	PA ICDC
IMCE	Integrated Marketing Campaign — Event	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
IMCP	Integrated Marketing Campaign — Product	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
IMCS	Integrated Marketing Campaign — Service	1–3	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
FCE	Financial Consulting	1	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
HTPS	Hospitality & Tourism Professional Selling	1	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6
PSE	Professional Selling Event	1	No	Yes	Allotment chart · pre-competition form by Nov 15	Yes	6



COMPETITIVE EVENTS

GENERAL INFORMATION

Pennsylvania State-Only events. State-Only winners are recognized at SCDC but do not advance to ICDC.

STATE-ONLY EVENTS							
CODE	EVENT NAME	# IN EVENT	DISTRICT	STATE	CHAPTER ENTRIES	ICDC	PA ICDC
CAP	Chapter Awards Project	1–3	No	Yes	1 entry per chapter	No	—
CBE	Chapter Banner Event	2–4	Some	Yes	Chapter allotment chart	No	—
DQB	DECA Quiz Bowl	1–4	No	Yes	1 entry per chapter	No	—
DAE	Digital Advertising Event	1	No	Yes	2 entries per chapter	No	—
JOB	Job Interview	1	Some	Yes	2 entries per chapter	No	—
SCM	Supply Chain Management Series	1	Some	Yes	Chapter allotment chart	No	—
PSPK	Public Speaking	1	No	Yes	2 entries per chapter	No	—
SBEF	School-Based Enterprise — Food / Retail	1–3	No	Yes	1 team per chapter, each	No	—
PDB	Promotional Display Board	2–3	No	Yes	1 team per chapter	No	—
FCSS	Foundations of Customer Service & Sales	1	Some	Yes	Chapter allotment chart	No	—

State-Only Events are subject to change depending on available resources. All decisions are made prior to registration opening for SCDC.



STATE-ONLY COMPETITIVE EVENTS

Pennsylvania DECA's own competitions recognize members at the State Career Development Conference. Winners in these events earn statewide honors but do not advance to the international level. *State-only events are subject to change depending on available resources; all decisions are made prior to registration opening for SCDC.*

**ACADEMICALLY
PREPARED**

**COMMUNITY
ORIENTED**

**PROFESSIONALLY
RESPONSIBLE**

**EXPERIENCED
LEADERS**

CHAPTER AWARDS PROJECT

CHAPTER AWARDS PROJECT CAP

State-Only Competitive Event · Chapter Recognition

Any PA DECA chapter may complete the Chapter Awards Project. Chapters claim credit for activities by submitting a notebook of activity reports and visual documentation. Participating chapters that meet the requirements are recognized at the State Career Development Conference.

EVENT OVERVIEW

- Activities must be conducted after the **2026** SCDC and before the **2027** submission deadline; each activity may be used only once.
- Submit the original project in a **white** 3-ring binder (not the blue DECA folio) with a clear front cover; all pages in sheet protectors.
- The project is limited to **90 pages**; the Statement of Authenticity, title page, table of contents and section dividers are not counted.
- No handwriting is allowed except in original documentation (e.g., a handwritten thank-you note).
- The project consists of **six sections**: Membership, Chapter Standards, Promotion/Public Relations, Community Service, Chapter Activities and DECA Month.

PRESENTATION + SCORING

One to three representatives present to a judge in a **15-minute** presentation (10 minutes to present, 5 for questions). The project is worth 170 points and the oral presentation 80, for a combined **250 points**; penalty points are deducted from the combined score.



1-3
REPRESENTATIVES



90 PAGES
MAXIMUM



PRESENT
TO JUDGES



15 MIN
10 PRESENT · 5 Q&A

SIX SECTIONS

- Membership
- Chapter Standards
- Promotion / Public Relations
- Community Service
- Chapter Activities
- DECA Month



CHAPTER AWARDS — SECTION GUIDELINES

Each section requires a divider with the full section title and a typed tab. Every activity needs detailed visual documentation as evidence of completion.

1 • MEMBERSHIP

Prove a working DECA chapter. Required: the official membership roster (printed from the National DECA registration site) and a picture of chapter members.

2 • CHAPTER STANDARDS

Show the strength and community backing of your chapter: meetings and minutes, program of work, chapter constitution, officer elections, and the Marketing Program Advisory Committee.

3 • PROMOTION / PUBLIC RELATIONS

A minimum of six promotion/PR activities. To count, the DECA name or logo must appear in the documentation. A maximum of two newspaper articles may be used if from different publications and on different topics.

4 • COMMUNITY SERVICE

A minimum of four unique community-service activities. Activities may support the same organization but must occur at four different times and be distinct.

5 • CHAPTER ACTIVITIES

A minimum of six organized activities not directly promoting DECA. At least one must center on leadership development, training or team building.

6 • DECA MONTH

A minimum of five activities completed during DECA Month (November). The section divider must state the dates of your DECA Month.

Statement of Authenticity: The first page of the project must be the Written Statement of Authenticity, available in the DECA Guide and at deca.org. Do not number this page.



CHAPTER AWARDS PROJECT

CHAPTER AWARDS PROJECT CAP

WRITTEN ENTRY & PRESENTATION — EVENT SCORE TALLY

SECTION	MAX SCORE	JUDGED SCORE
General Guidelines	20	
Organizational Information	10	
Membership Development	10	
Chapter Standards	25	
Promotions / Public Relations	30	
Community Service	20	
Chapter Activities	30	
DECA Month Activities	25	
Evaluation Sheet (completed + submitted at registration)	15	
Overall Impression of Presentation	65	

TOTAL POINTS (250)	
LESS PENALTY POINTS	
TOTAL SCORE (250)	

JUDGE _____

CHAPTER BANNER EVENT

CHAPTER BANNER EVENT CBE

State-Only Competitive Event · 2–4 Member Team

A two- to four-member team event. Each team is provided one white banner (6 ft × 3 ft) and a set of PA DECA pre-cut 4-inch letters, and has **two hours** to create a banner around the year’s theme. First place qualifies for a leadership academy at DECA ICDC; placements are based on the banner score.

CONTEST GUIDELINES

- The theme for this year’s contest is “**Own The Moment**”.
- Prepare a rough draft on 8½ × 11 paper in advance and submit it to the coordinator before beginning.
- Teams bring their own supply kit (checked in at the start); only listed supplies may be used. **No** pre-made or pre-printed materials.
- The banner must use the theme and include “PA DECA.”

SUPPLY LIST

Markers (thin + thick) · pencils + colored pencils · adhesive (glue, rubber cement, tape) · chalk pastels · construction paper · measuring tape · rulers · scissors.



2–4
PARTICIPANTS



6 × 3 FT
BANNER



2 HOURS
CREATION TIME



CHAPTER BANNER EVENT

CHAPTER BANNER CONTEST CBE

EVENT ENTRY EVALUATION FORM

BANNER CONTENT / DESIGN	FAIR	GOOD	VERY GOOD	EXCELLENT
1. Rough draft prepared and submitted at check-in.	0 (No)	—	—	15 (Yes)
2. Team supplies met the contest guidelines.	0 (No)	—	—	10 (Yes)
3. Team demonstrated creativity and originality.	0-1-2-3	4-5-6	7-8-9	10
4. Team created a visually appealing banner.	0-1-2-3	4-5-6	7-8-9	10
5. The banner design represents the theme.	0-1-2-3	4-5-6	7-8-9	10
6. Team utilized the supplies in a creative manner.	0-1-2-3	4-5-6	7-8-9	10
7. The banner exhibits craftsmanship.	0-1-2-3	4-5-6	7-8-9	10
8. The banner design creates an impression.	0-1-2-3	4-5-6	7-8-9	10
9. Final banner appearance is neat and clean.	0-1-2-3	4-5-6	7-8-9	10
10. Cleaned up area; draft attached; chapter + team names on back; checked out.	0-2	3	4	5

EVENT TOTAL POINTS (100)

JUDGE _____

DIGITAL ADVERTISING EVENT

MARKETING

DIGITAL ADVERTISING EVENT DAE

State-Only Competitive Event · Marketing Career Cluster

This event helps students learn how to advertise a designated product with the use of technology. Students improve their advertising, marketing and creative skills while creating a professional video. For the **2026–2027** Digital Advertising Event, participants advertise a brand-new product: **a Sports Protein Bar**.

MARKETING CLUSTER

EVENT OVERVIEW

- Each entry is composed of **one member** of a DECA chapter, who presents the project to the judge.
- The project consists of four parts: a **facts sheet** (body limited to five numbered pages), a **brand mark / logo**, a **two- to three-minute promotional video**, and an **oral presentation**.
- The video must be presented via a laptop or tablet. Competitors **cannot** use any type of smartphone.
- The oral presentation may be a maximum of **10 minutes**, including the video and the judge's questions.

PRESENTATION JUDGING

The judge evaluates the effectiveness of the digital advertising, presentation skills, and how well the participant responds to questions, and completes the Written Entry and Presentation Evaluation Form. Maximum score: 100 points.



1 PARTICIPANT



5 PAGES
ALLOWED



2–3 MIN
PROMOTIONAL VIDEO



10 MIN
PRESENTATION

KNOWLEDGE + SKILLS DEVELOPED

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Information Literacy
- Media Literacy



DIGITAL ADVERTISING EVENT

DIGITAL ADVERTISING EVENT DAE

WRITTEN ENTRY & PRESENTATION EVALUATION FORM

CAMPAIGN STRATEGY & MARKET	LITTLE / NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Oral presentation expands and develops the objectives written in the facts sheet.	0-1-2	3-4	5-6	7-8	
2. Target market is clearly and accurately analyzed for the product and media.	0-1-2	3-4	5-6	7	
3. Secondary target markets are accurately considered.	0-1-2	3-4-5	6-7-8	9-10	
4. Reasoning for selecting the media is included.	0-1-2	3-4	5	6	

DIGITAL MEDIA PLAN	LITTLE / NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. The timeframe for each digital media selected is identified.	0-1-2	3-4-5	6	6-7	
6. The digital media scheduled exhibits continuity and logical order.	0-1-2	3-4-5	6-7-8	9-10	
7. Campaign goals for each form of digital media are identified and explained.	0-1-2	3-4-5	6	7-8	
8. The campaign stresses benefits that appeal to the target markets.	0-1-2	3-4-5	6	7-8	

CREATIVE EXECUTION & APPEARANCE	LITTLE / NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. The logo / brand mark created is creative and unique.	0-1-2	3-4-5	6-7-8	9-10	
10. The video shows real creativity and a unique, effective approach.	0-1-2	3-4-5	6-7-8	9-10	
11. The media shows understanding of production techniques, consistent and original.	0-1	2-3	4-5	6-7	
12. Written and oral presentations show realistic knowledge, well organized.	0-1	2	3	4	
13. Appearance of fact sheets — layout, neatness, grammar and spelling.	0-1	2	3	4	

TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE (100)	

JUDGE _____



QUIZ BOWL + DESIGN CONTESTS

DECA QUIZ BOWL DQB

Each chapter may enter one team of 2–4 members. Teams compete in a game-style format where a proctor asks marketing questions and participants buzz in. Participants take the Marketing Cluster Exam to seed the bracket; the top three teams are recognized at the Grand Awards.

T-SHIRT DESIGN CONTEST

Design the SCDC t-shirt on a computer (JPEG preferred). Include “**Own The Moment**” and “2027 State Career Development Conference.” A front graphic (small), a back graphic (larger), limited to one color. Submit via Google Form at **MyPADECA.org/forms** by **November 15, 2026**.

PIN DESIGN CONTEST

Design the PA DECA ICDC pin. Incorporate “PA DECA” and a Pennsylvania landmark, company or theme. Submit via Google Form at **MyPADECA.org/forms** by **November 15, 2026**. Winners are revealed at the PA DECA Career Development Conference.

JOB INTERVIEW

STATE-ONLY

JOB INTERVIEW JOB

State-Only Competitive Event · Career Readiness

This competition judges participants on appearance, communication skills and knowledge of marketing. Overall winners are selected by totaling the scores for all three segments: application, interview A and interview B. The position applied for is a sales associate in a convenience store similar to a Turkey Hill, Rutter's, Sheetz or Wawa.

EVENT SPECIFICATIONS

- Complete a job application during the scheduled written testing / orientation on the first day of SCDC; bring a pen.
- Submit a résumé plus two copies at testing / orientation; an additional copy may be taken to the interviews.
- Each participant completes **two** job interviews.
- Each chapter may enter up to **two** participants.

AWARDS

The overall top six winners are recognized at SCDC; first, second and third receive trophies and the remainder finalist trophies. The top winner is considered for a leadership academy or voting-delegate position at ICDC.



1 PARTICIPANT



APPLICATION + RÉSUMÉ



2 INTERVIEWS

SUPPLY CHAIN MANAGEMENT

STATE-ONLY

SUPPLY CHAIN MANAGEMENT SERIES **SCM**

SUPPLY CHAIN WRITTEN EVENT **SCW**

State-Only Competitive Event · Material Handling Industry

This event prepares students for careers in the supply chain and material-handling industry, building awareness of a wide range of career opportunities. It is based on the “Introducing the Material Handling Industry” curriculum from the Material Handling Industry of America (MHIA).

EVENT OVERVIEW

- **Series (SCM):** a 100-question cluster exam plus two role-plays; participants have 10 minutes to prepare and 10 to present.
- **Written (SCW):** a written research project (≤ 8 pages) plus a role-play; all written entries qualify for the role-play.
- Open to any PA DECA member; each chapter may submit its allotment plus one.
- Contact local material-handling businesses — distribution centers, warehouses and large retailers — for the research portion.

SCORING

For the written event, the written entry is worth 40 points and the role-play 60, for a combined 100; penalty points are deducted from the total.



1-3

PARTICIPANTS



CLUSTER EXAM

SERIES ONLY



ROLE-PLAY

APPLICATION



10 MIN

PREP + PRESENT



SUPPLY CHAIN WRITTEN EVENT

SUPPLY CHAIN WRITTEN EVENT SCW

WRITTEN ENTRY & ROLE-PLAY EVALUATION FORM

WRITTEN ENTRY (40)	LITTLE / NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Part I — Video Summary: awareness of the material-handling industry.	1-2	3-4-5-6	7-8-9-10	11-12-13-14	
2. Part I — Utilization of technology.	1-2-3	4-5-6	7-8-9	10-11-12	
3. Part II — Application of information from interviews / company research.	1-2-3	4-5-6	7-8-9-10	11-12-13-14	

ROLE-PLAY (60)	LITTLE / NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Awareness of the supply chain and material-handling industry.	1-2-3	4-5-6	7-8-9	10-11-12	
5. Specific facts about the industry.	1-2-3	4-5-6	7-8-9	10-11-12	
6. Specific trends of the industry.	1-2-3	4-5-6	7-8-9	10-11-12	
7. Career opportunities in the industry.	1-2-3	4-5-6	7-8-9	10-11-12	
8. Responses to questions prepared by the panel of judges.	1-2-3	4-5-6	7-8-9	10-11-12	

WRITTEN ENTRY (40)	
ROLE-PLAY (60)	
LESS PENALTY POINTS	
TOTAL SCORE (100)	

JUDGE _____

PUBLIC SPEAKING

STATE-ONLY

PUBLIC SPEAKING **PSPK**

State-Only Competitive Event · Prepared Speech

This event encourages students to organize and present information clearly and effectively on a specified topic related to marketing. This year, participants are judged on the topic “**Own The Moment**”. Each chapter may enter two participants.

SPECIFICATIONS

- The speech must be **five minutes**; five points are deducted per full half-minute over or under. No deduction for 4:31–5:29.
- Notes are permitted; personal watches are allowed; no time-warning signals are given.
- Submit one copy of the manuscript at orientation. It becomes property of PA DECA and is not returned.
- No visual aids. The speech must be the student’s own work; advisors serve only as consultants.

MANUSCRIPT FORMAT

Cover page (event, title, name, date) · one-page outline · double-spaced manuscript on white paper with 1” margins, stapled, no folder · bibliography as the last page.



1 PARTICIPANT



5 MIN
SPEECH



NO VISUALS
NOTES ALLOWED

PUBLIC SPEAKING EVENT

PUBLIC SPEAKING PSPK

EVALUATION FORM

CONTENT — SUBTOTAL (50)	FAIR	GOOD	VERY GOOD	EXCELLENT
Speech Development — structure, organization, support material, topic developed.	0-8	9-13	14-19	20
Effectiveness — achievement of purpose, interest reception.	0-5	6-10	11-14	15
Speech Value — ideas, logic, original thought.	0-5	6-10	11-14	15
DELIVERY — SUBTOTAL (30)	FAIR	GOOD	VERY GOOD	EXCELLENT
Physical — appearance, body language, eye contact, gestures.	0-3	4-6	7-9	10
Voice — quality, pitch, rate, articulation.	0-3	4-6	7-9	10
Manner — directness, assurance, enthusiasm.	0-3	4-6	7-9	10
LANGUAGE — SUBTOTAL (20)	FAIR	GOOD	VERY GOOD	EXCELLENT
Appropriateness — to purpose, audience, sincerity, understandable.	0-3	4-6	7-9	10
Correctness — grammar, pronunciation, word selection, clear language.	0-3	4-6	7-9	10

SUBTOTAL (100)	
LESS PENALTY ($\pm \frac{1}{2}$ MIN = -5)	
TOTAL SCORE (100)	

JUDGE _____

SCHOOL-BASED ENTERPRISES

 STATE-ONLY

SBE — FOOD OPERATIONS **SBEF**
SBE — RETAIL OPERATIONS **SBER**

State-Only Competitive Event · Oral Presentation

School-Based Enterprise competitions let participants demonstrate knowledge and skills learned in a school-based enterprise through an oral presentation. The presentation is entered in the category for which the chapter certification project received certification: food or retail operations.

EVENT OVERVIEW

- One to two members present; the presentation may be a maximum of **10 minutes**, worth 100 points.
- For this year's topic, please see DECA Inc.'s updated SBE Guidelines; explain how the SBE achieves the instructional area and performance indicators.
- Note cards may be used; visuals must be hand-carried and set up by participants. No food or drinks (including product samples) in the presentation.

AWARDS

Judges select the top preliminary presentations in each category for a final round. The top ten finalists receive red-white-blue medallions, with first, second and third receiving trophies.



1-2
PARTICIPANTS



PRESENT
PROJECT



10 MIN
PRESENTATION



SCHOOL-BASED ENTERPRISES

FOOD OPERATIONS • RETAIL OPERATIONS **SBEF / SBER**

PRESENTATION EVALUATION FORM

DID THE PARTICIPANT(S)...	LITTLE / NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS
1. Develop a customer profile?	0-8	9-13	14-19	20-25
2. Conduct market analysis (market size, area, potential)?	0-8	9-13	14-19	20-25
3. Explain strategies for linking performance measures to financial outcomes?	0-8	9-13	14-19	20-25
4. Use visuals that are appropriate and enhance the presentation?	0-2	3-5	6-8	9-10
5. Communicate clearly?	0-1	2	3-4	5
6. Overall impression of skill and performance.	0-2	3-5	6-8	9-10

TOTAL POINTS (100)	
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JUDGE _____

PROMOTIONAL DISPLAY BOARD

STATE-ONLY

PROMOTIONAL DISPLAY BOARD PDB

State-Only Competitive Event · 2-3 Member Team

A two- to three-member team event promoting the organization and the four pillars of the DECA diamond through a cardboard tri-fold display board. The theme is **“What is DECA?”** Communication skills are also evaluated through a presentation.

CONTEST GUIDELINES

- Create a cardboard tri-fold board not exceeding **36" H × 48" W**. The board must include “DECA.”
- Prepare a rough draft on 8½ × 11 paper in advance and submit it with the team journal at orientation.
- Keep a journal documenting the planning and preparation, with a log of time and progress.
- Only listed supplies may be used; printed documents and stickers may be placed on the board. No written knowledge test.

SCORING

The written board is worth 100 points and the presentation 40, for a combined 140; penalty points are deducted.



2-3

PARTICIPANTS



36 × 48"

TRI-FOLD BOARD



PRESENT

+ JOURNAL



PROMOTIONAL DISPLAY BOARD

PROMOTIONAL DISPLAY BOARD PDB

BOARD + PRESENTATION EVALUATION

DISPLAY BOARD (100)	POSSIBLE POINTS	AWARDED
Board met the contest guidelines.	Yes 10 · No 0	
Creatively implemented the “What is DECA?” theme.	Excellent 10 → Fair 0-3	
Design elements, layout and space showcase the theme.	Excellent 10 → Fair 0-3	
Supplies utilized in a creative manner.	Excellent 10 → Fair 0-3	
Journal: rough draft prepared and submitted at orientation.	Yes 15 · No 0	
Journal documentation word-processed, neat and organized.	Excellent 10 → Fair 0-3	
Final board appearance is neat and clean.	Excellent 10 → Fair 0-3	
Board and journal delivered at the assigned time and location.	Excellent 5 → Fair 0-2	

PRESENTATION (40)	POSSIBLE POINTS	AWARDED
Explain layout · apply project management · rationale for events · promote the chapter.	up to 30	
Professional standards — clarity, visuals, poise, participation of all.	up to 10	

WRITTEN ENTRY (100)	
PRESENTATION (40)	
LESS PENALTY POINTS	
TOTAL SCORE (140)	

JUDGE _____

FOUNDATIONS OF CUSTOMER SERVICE & SALES

FOUNDATIONS OF CUSTOMER SERVICE & SALES **FCSS**

State-Only Competitive Event · 9th & 10th Grade Only

FCSS consists of an orientation and a role-play with a customer or employer. It helps first-year **9th and 10th grade** students prepare for DECA role-play competitions by building an understanding of how to approach a role-play in a competitive environment. No test is required.

EVENT OVERVIEW

- **Orientation** covers the anatomy of a role-play worksheet and the Customer Relations performance indicator.
- The participant has **10 minutes** to review a customer-service situation and develop a professional approach.
- Up to **10 minutes** to interact with a judge — who plays the angry customer — addressing three performance indicators.
- The top participants in each KPI and in 21st-Century Skills are recognized during the achievement awards.



1 PARTICIPANT



ROLE-PLAY

3 KPIS



10 + 10

PREP · PRESENT

GRADE ELIGIBILITY

- Open to 9th & 10th grade only
- First-year members
- No written test
- State-Only — no ICDC advancement

INNOVATION ACADEMY

💡 STATE-ONLY

INNOVATION ACADEMY **Academy**

State-Only Leadership Academy · 10th & 11th Grade

The Innovation Academy is open to 10th and 11th grade DECA members. It simulates a real-world corporate challenge: teams develop a solution and pitch it to a panel of judges, demonstrating 21st-Century Skills. Students registered for the academy cannot participate in other competitions at the conference.

AGENDA

- **Day One:** academy overview, networking, leadership-style discovery and a leadership assessment.
- **Day Two:** facilitators form teams by leadership style; teams brainstorm, pick their best idea and build a pitch delivered to judges and peers.
- The audience writes a “Glow” and a “Grow” for each team; judges score each pitch with a rubric.
- Attendees receive an Innovation Academy certificate and pin; the top three pitches receive medallions.



TEAMS
FORMED ON-SITE



CHALLENGE
REAL-WORLD



PITCH
TO JUDGES



RECOGNITION

ADVISOR OF THE YEAR AWARD

PURPOSE	To recognize outstanding efforts by a current PA DECA advisor.
JUDGING	Applications are judged by a committee of Board Members.
AWARD	One award, presented at the SCDC Opening Ceremony.
DEADLINE	Submit via Google Form (MyPADECA.org) by January 8, 2027 .

APPLICATION SPECIFICATIONS

Any student, advisor or professional may nominate an advisor. The award packet must include:

- ✓ A one-page biography highlighting key contributions and achievements that advanced the mission of DECA and marketing or business education at the school.
- ✓ Three letters of recommendation in support of the candidate.
- ✓ A high-resolution electronic portrait (executive headshot).





RECOGNITION

SCHOLARSHIPS + RECOGNITION

Pennsylvania DECA recognizes its members through scholarships and awards. Scholarship applicants interview at the State Career Development Conference and must register in an additional area; these events do not qualify a student to attend SCDC.



PA DECA SCHOLARSHIP

Merit-based scholarship for graduating PA DECA members continuing in marketing, business or related study.



STATE BUSINESS PARTNERSHIP SCHOLARSHIP

Funded by PA DECA's business partners to support members pursuing post-secondary education.



FOOD MERCHANTS' SCHOLARSHIP

Recognizes members with interests in food marketing, retail and the grocery industry.



JERRY DIGIOVANNI, JR. & SR. SCHOLARSHIP

Honors two PA DECA leaders; awarded to a member who exemplifies service and leadership.



STUDENT OF THE YEAR & MEMBER OF THE YEAR

Recognize members for outstanding chapter contributions, competition and leadership.



CHARLES MARIOTZ SCHOLARSHIP

Named in honor of a long-time PA DECA supporter, awarded on merit.



...AND MORE

Additional scholarships and recognition opportunities are announced throughout the year at MyPADECA.org.

Apply: Scholarship and recognition applications are available at MyPADECA.org/forms. Review the eligibility and deadlines for each award before SCDC registration.



STATEMENT OF ASSURANCES & ACADEMIC INTEGRITY

Great care must be taken to assure that the highest ethical standards are maintained in research, report writing and presentation design. All written entries must submit this statement, signed by the participant(s) and the chapter advisor.

1. The contents of this entry are the results of my work, or — for a team project — the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA competitive event.
4. Credit for all secondary research has been given to the original author through the bibliography, footnotes or endnotes.
5. All activities or original research described took place within the current program year.
6. I understand DECA has the right to publish all or part of this entry.

Signatures required. This statement must be signed by all participants and the chapter advisor and submitted with the entry, or the entry receives 15 penalty points. Only physical or digital signatures are accepted. Typed names are not.

PARTICIPANT SIGNATURE

PARTICIPANT SIGNATURE

PARTICIPANT SIGNATURE

COMPETITIVE EVENT

SCHOOL

CHARTERED ASSOCIATION

CHAPTER ADVISOR NAME

CHAPTER ADVISOR SIGNATURE



COMPETITIVE EVENTS

NATIONAL DECA COMPETITIVE EVENTS

Pennsylvania DECA offers its members the opportunity to compete at the state level in all events provided by National DECA. The guidelines for these events are found in *The DECA Guide*. Please review all guidelines and changes carefully.

The DECA Guide provides a complete listing of the purposes of the competitive events program, national sponsors and the official list of national events. This Supplemental Guide, together with the DECA Guide, provides a complete source of guidelines and regulations for all competitive events offered in Pennsylvania.

REVIEW THE DECA GUIDE AT [DECA.ORG/COMPETE](https://deca.org/compete)



PENNSYLVANIA

DECA

PREPARE. COMPETE. LEAD.

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