



Individual Series Events, 2004

AL: Associate Level
ML: Management Level

Apparel and Accessories Marketing Series, AL
Sponsored by SEARS

Apparel and Accessories Marketing Series, ML
Sponsored by SEARS

Business Services Marketing Series

Food Marketing Series, AL
Sponsored by Winn-Dixie Stores, Inc.

Food Marketing Series, ML
Sponsored by Winn-Dixie Stores, Inc.

Full Service Restaurant Management Series
Marketing Management Series

Quick Serve Restaurant Management Series
Retail Merchandising Series, AL
Sponsored by J.C. Penney Company, Inc.

Retail Merchandising Series, ML
Sponsored by J.C. Penney Company, Inc.

Vehicles and Petroleum Marketing Series
Sponsored by National Automotive Parts Association

Purpose

DECA's individual events effectively measure students' proficiency in those skills identified by occupational practitioners as essential to success in a given occupation. Participants receive recognition for achievement in each event and in the series as a whole.

The skills evaluated are selected from a list of performance indicators validated by industry representatives. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Complete lists of performance indicators are available from DECA IMAGES or DECA's Web site, www.deca.org.

Procedure

An individual series event consists of two major parts: a written **comprehensive exam** and two preliminary **role-playing events**. A third role-play activity will be given to finalists.

The comprehensive exam is a 100-question multiple-choice test developed especially for each series based on the knowledge, skills and attitudes associated with the particular occupation.

In the role-playing portion of the event, participants must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.

The participant is given a written scenario to review. It may indicate a product or service to sell; a merchandising decision; a situation involving communications, human relations, economics or professional development; or a business management consideration. Participants are allowed 10 minutes to review the situation and to develop a professional approach to solving the problem. Participants may use notes made during the preparation time during the presentation. No note cards may be used.

Up to 10 minutes are then allowed for the participant to be examined by a competent judge and asked to explain how he/she would solve the situation or problem. The judge is a qualified business executive playing the role of second party in the situation. Following the examination, the judge evaluates the participants' responses and records the results on an evaluation form that has been developed especially for each competitive event.

Participants may not pass material of any kind to the judge.

Role-play Judging

Participants will be evaluated according to the Evaluation Form for the event.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

The participant will have a 10-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the interview (after introductions), the participant will explain his/her solution to the role-play problem and then answer the questions you have been asked to pose.

You will then enter scores for each designated performance indicator on the Scantron sheet provided.

We thank you for your help.

Representative Job Titles

The following list enumerates specific jobs in each of the occupational areas of the series competitive events:

Apparel and Accessories Marketing Series, Associate Level: salesperson, counterperson, customer service clerk, cashier, stockperson, display assistant, receiving clerk

Apparel and Accessories Marketing Series, Management Level: assistant department manager, assistant buyer, special events director, training manager, assistant fashion coordinator

Business Services Marketing Series: account representative, assistant manager, sales associate, salesperson, cashier, broker, agent, customer service representative, customer service consultant

Food Marketing Series, Associate Level: cashier, product clerk, stock clerk, bagger, bakery clerk, receiving clerk

Food Marketing Series, Management Level: assistant store manager, front end supervisor, assistant department manager, head cashier, manager trainee

Full Service Restaurant Management Series: cashier, waiter/waitress, assistant manager

Marketing Management Series: department/division manager, sales manager, quality control manager, customer service manager, promotions manager, logistics coordinator/manager, project/product manager, event manager, research and development manager

Quick Serve Restaurant Management Series: counter crew, counter supervisor, assistant manager

Retail Merchandising Series, Associate Level: salesperson, demonstrator, cashier, stock clerk, receiving clerk, shipping clerk, marking clerk

Retail Merchandising Series, Management Level: section manager, floor supervisor, stock supervisor, department manager, customer service manager, manager trainee

Vehicles and Petroleum Marketing Series: salesperson, counter clerk, station attendant, shift manager

