



2018-2019 Chapter Competitive Events Allotments



Principles, Series, Integrated Marketing Campaign, Professional Selling Events and Personal Financial Literacy Events

Each Chapter/ Marketing Education teacher unit may have **TWENTY FIVE (25)** total entries, in any combination, in the following events:

Principles of Business Administration Events

(must be the first year on a DECA Roster)

PBM	Principles of Business Management and Administration
PFN	Principles of Finance
PHT	Principles of Hospitality and Tourism
PMK	Principles of Marketing

Individual Series Events

ACT	Accounting Applications Series
AAM	Apparel & Accessories Marketing Series
ASM	Automotive Services Marketing Series
BFS	Business Finance Series
BSM	Business Services Marketing Series
ENT	Entrepreneurship Series
FMS	Food Marketing Series
HLM	Hotel and Lodging Management Series
HRM	Human Resources Management Series
MCS	Marketing Communications Series
QSRM	Quick Serve Restaurant Management Series
RFSM	Restaurant and Food Service Management Series
RMS	Retail Merchandising Series
SEM	Sport and Entertainment Marketing Series

Integrated Marketing Campaign

IMCE	Integrated Marketing Campaign - Event
IMCP	Integrated Marketing Campaign - Product
IMCS	Integrated Marketing Campaign - Service

Professional Selling Events

FCE	Financial Consulting
HTPS	Hospitality and Tourism Professional Selling
PSE	Professional Selling Event

Personal Financial Literacy Event

PFL	Personal Financial Literacy
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Business Operations and Entrepreneurship Events

Each Chapter/ Marketing Education teacher unit may enter **ELEVEN (11)** teams, in any combination, in the following events:

Business Operations Research Events

BOR	Business Services Operations Research Event
BMOR	Buying and Merchandising Operations Research Event
FOR	Finance Operations Research Event
HTOR	Hospitality and Tourism Operations Research Event
SEOR	Sports and Entertainment Marketing Operations Research Event

Entrepreneurship Events

EIP	Entrepreneurship Innovation Plan
ESB	Entrepreneurship Start-Up Business Plan
EIB	Entrepreneurship Independent Business Plan
IBP	International Business Plan
EBG	Entrepreneurship Business Growth Plan

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Team Decision Making Events

Each Chapter/ Marketing Education teacher unit may enter **EIGHT (8)** teams, in any combination, in the following events:

BLTDM	Business Law and Ethics Team Decision Making Event
BTDM	Buying and Merchandising Team Decision Making Event
ETDM	Entrepreneurship Team Decision Making Event
FTDM	Financial Services Team Decision Making Event
HTDM	Hospitality Services Team Decision Making Event
MTDM	Marketing Management Team Decision Making Event
STDM	Sports & Entertainment Marketing Team Decision Making Event
TTDM	Travel & Tourism Team Decision Making Event

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Chapter Team Events

Each Chapter/ Marketing Education teacher unit may enter **SIX (6)** total teams, in any combination, in the following events:

CSP	Community Service Project
CMP	Creative Marketing Project
EPP	Entrepreneurship Promotion Project
FLPP	Financial Literacy Promotion Project
LEP	Learn & Earn Project
PRP	Public Relations Project

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