

# DECA

## What is DECA?

DECA is a co-curricular organization of students enrolled or interested in a marketing class. Students learn to apply classroom instruction in everyday business settings through real experience. DECA is about leadership, networking and friendship!

DECA has approximately 5,000 high school chapters across the United States., and boasts over 172,000 high school members across the country.

## Who can join DECA?

Any student that is currently enrolled in Marketing Dynamics, Practicum In Marketing Dynamics and Sports Management classes or enrolled in an alternate approved class, is eligible to join DECA.

## Who should join DECA?

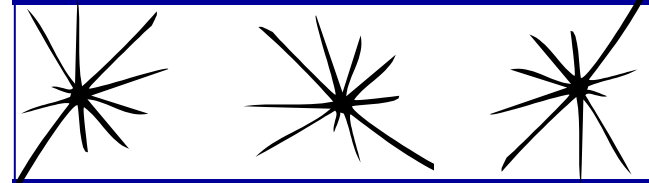
- College bound students thinking of majoring in Business, Marketing, Advertising, Graphic Design, plus many more
- Students thinking of possibly owning their own business
- Students that want to prepare for college and the real world
- Students interested learning leadership, management and networking skills

**DECA provides students an opportunity to develop their character through:**

- Competence
- Integrity
- Innovation
- Teamwork



# MARKETING DYNAMICS & DECA



**“Preparing future  
leaders and  
entrepreneurs in  
marketing, finance,  
hospitality and  
management.”**

# Marketing Dynamics

3 Credits

11th—12th grade

Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. Through approved course required employment, students gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills.

Skills learned in class are then applied to the student's paid job. The curriculum will present embedded DECA principles and project-based learning that will give the students the opportunity to apply newly acquired marketing skills in real world situations.

Students in Marketing Dynamics at the CTE Center are required to work in the school's store, The Spot, weekly.

**DECA membership fee is required for this course.**

**Students must provide their own transportation to and from off-campus career preparation site.**



# Practicum in Marketing Dynamics

3 Credits

12th grade

Through course required employment, students gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to create the marketing mix. This course covers technology, communication, and customer-service skills.

The practicum is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences can occur in a variety of locations appropriate to the nature and level of experience. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical education courses in marketing education.

Students in Practicum in Marketing Dynamics at the CTE Center are required to work in the school's store, The Spot, weekly.

Students must have taken Marketing Dynamics before enrolling in this course.

**DECA membership fee is required for this course.**

**Students must provide their own transportation to and from off-campus career preparation site.**