



# PRINCIPLES OF MARKETING

2013 SAMPLE  
CONTENT INTERVIEWS



AS USED IN DECA'S  
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

# Principles of Business Administration Sample Events

Principles of Marketing

DECA Images  
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Reston, Virginia 20191-1594

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# Principles of Marketing

## Sample Events

### TABLE OF CONTENTS

Introduction.....	3
Content Interviews	
Sample #1 .....	5
Sample #2 .....	11
Sample #3 .....	17

#### INTRODUCTION

This publication is designed to assist DECA members and their local chapter advisors in preparing for the Principles of Business Administration events. This document will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition.

This series of events is presented as an example of the types of events in which a student might expect to participate at the International Career Development Conference. The competitive events found herein, however, are not representative of all performance indicators that the student may be expected to demonstrate on the international level. A complete list of performance indicators upon which the events are written can be found at [www.deca.org/competitions/2/](http://www.deca.org/competitions/2/).

#### PROCEDURE

In the Principles of Business Administration Events, students will take a multiple-choice test and participate in a content interview. Students will begin by completing a 100-question comprehensive exam. The students will then participate in a content interview, described as a second stage interview, with a prospective employer.

Each event will involve a content interview with a prospective employer to explain selected performance indicators. In this scenario, the interview is run as a second stage job interview, taking place after the initial meeting and exchanging of qualifications has taken place.

The content interview is a form of a role-play, with the student playing the role of a job applicant and the judge portraying a business employer.

#### TIP

For these Principles of Business Administration events, the only difference among the four career areas will be the actual business setting chosen. However, a student who is adept may be able to stand out by applying the performance indicators under discussion to the particular industry in which he/she is competing.

## PREPARATION

As the local, district, state or international competitive event approaches, the advisors are encouraged to further prepare the competitor in tasks such as the following:



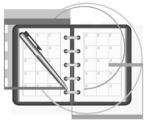
### **Prepare yourself mentally.**

The competitor should get sufficient sleep the night before competition so that (s)he will be mentally alert and able to concentrate on the activities.



### **Dress appropriately.**

Professional dress should be worn to all conference sessions. Please note: Competitors at the ICDC must wear an official DECA blazer during interaction with the judges. Official DECA blazers are sold through DECA Images.



### **Follow the program agenda.**

Competitors should carefully follow the program agenda provided at the conference. (S)he should locate the event room beforehand and arrive at the site early enough to be acclimated to the environment, relaxed, etc. Competitors must be on time for each event.



### **Use preparation time wisely.**

Competitors should take advantage of the time provided for each activity of the event. During the written tests, the competitor should think through each item completely and carefully while gauging the time appropriately. If time allows, recheck the answers. While preparing for the events, competitors should use all the time allotted constructively.



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Customer Relations

## **PRINCIPLES OF MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Write professional e-mails.
2. Reinforce service orientation through communication.
3. Respond to customer inquiries.
4. Interpret business policies to customers/clients.

## **INTERVIEW SITUATION**

You are to assume the role of candidate for the position of customer service representative at VANDELAY FLOORING, a residential carpet and tile business. Principal responsibilities of the position include making appointments for estimates and installations as well as responding to customer questions and complaints. Seventy percent of VANDELAY'S customer service communication is done via e-mail. You have submitted your résumé and have been invited in for a face-to-face interview with the owner (judge). This interview will be used to measure your knowledge and understanding of an aspect of the business. The owner (judge) wants to make sure you understand the important role that e-mail plays in communicating with VANDELAY'S customers before he/she offers you the position.

In the first part of your interview you will explain how professional e-mails help to reinforce the service orientation of a business. In addition, you will address the additional performance indicators listed on the first page of this event. Following your explanation, the owner (judge) will ask you to respond to additional questions.

The interview will take place in the owner's (judge's) office. The owner (judge) will begin the interview by greeting you and asking to hear your ideas on the role of e-mail in business communication. After you have provided your explanation and have answered the owner's (judge's) questions, the owner (judge) will conclude the interview by thanking you for your presentation.

# **JUDGE'S INSTRUCTIONS**

## **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Interview Situation
4. Judge Situation Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## **JUDGE SITUATION CHARACTERIZATION**

You are to assume the role of owner of VANDELAY FLOORING, a residential carpet and tile business. A candidate for the customer service position (participant) has submitted his/her résumé and has been invited in for a face-to-face interview with you so that you can determine if this candidate is qualified for a position with your company. Principal responsibilities of the position include making appointments for estimates and installations as well as responding to customer questions and complaints. Seventy percent of your customer service communication is done via e-mail. This interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of the business. You want to make sure the candidate (participant) understands the important role that e-mail plays in communicating with your customers before you offer him/her the position.

For the first part of the presentation, the candidate (participant) has been asked to explain how professional e-mails help to reinforce the service orientation of a business. The candidate (participant) will also address the additional performance indicators listed on the first page of this event.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her ideas on the role of e-mail in business communication. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:



1. Some companies have policies which prohibit employees from sending out “all-staff e-mails” (e-mails received by every employee). Why would companies prohibit these?
2. Many people believe that the spell check function will eliminate any potential e-mail errors. Do you agree or disagree and why?

Once the candidate (participant) has answered your questions, you will conclude the discussion by thanking the candidate (participant) for the work.

You are not to make any comments after the event is over except to thank the candidate.

*Answers will vary but should demonstrate a basic understanding of the concepts.*

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

## Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.

**JUDGE'S EVALUATION FORM**  
**PMK-2013**

<b>PERFORMANCE INDICATORS</b>	<b>Little/No Value</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Write professional e-mails?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>2. Reinforce service orientation through communication?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>3. Respond to customer inquiries?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>4. Interpret business policies to customers/clients?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>5. Overall impression and responses to the judge's questions</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
				<b>TOTAL SCORE</b>	_____



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Emotional Intelligence

## **PRINCIPLES OF MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Adapt communication to the cultural and social differences among clients.
2. Identify desirable personality traits important to business.
3. Explain the nature of effective communication.
4. Show empathy for others.

## **INTERVIEW SITUATION**

You are to assume the role of a candidate for the marketing intern position at THE GLEN, a 300-unit senior apartment complex offering independent living, social activities, shopping opportunities, and recreation along with a complete meal program. While the minimum age requirement for residents is 55, the average incoming resident of THE GLEN is 71 years-old and recently widowed.

As the marketing intern, your primary responsibilities would include showing vacant apartment units to prospective clients, explaining the complex's many amenities, responding to phone inquiries and assisting in planning the many special events and programs for the residents. You have submitted your résumé and have been invited in for a face-to-face interview with the director of THE GLEN (judge). This interview will be used to measure your knowledge and understanding of a key aspect of the business. The director (judge) wants to make sure you understand the rather unique set of communications skills that are necessary for this marketing intern position.

In the first part of your interview you will explain the importance of being able to adapt your own communication style to best accommodate the needs of THE GLEN's elderly clientele. In addition, your presentation must address the remaining performance indicators listed on the first page of this event. Following your explanation, the director (judge) will ask you to respond to additional questions.

The interview will take place in the director's (judge's) office. The director (judge) will begin the interview by greeting you and asking to hear your ideas on the skills and traits necessary to effectively communicate with an elderly resident population. After you have provided your explanation and have answered the director's (judge's) questions, the director (judge) will conclude the interview by thanking you for your presentation.

# **JUDGE'S INSTRUCTIONS**

## **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Interview Situation
4. Judge Situation Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## **JUDGE SITUATION CHARACTERIZATION**

You are to assume the role of director at THE GLEN, a 300 unit senior apartment complex offering independent living, social activities, shopping opportunities, and recreation along with a complete meal program. While the minimum age requirement for residents is 55, the average incoming resident of THE GLEN is 71 years-old and recently widowed.

A candidate (participant) has submitted his/her résumé and has been invited in for a face-to-face interview with you so that you can determine if this candidate (participant) is qualified for the marketing intern position with THE GLEN. Primary responsibilities of the intern would include showing vacant apartment units to prospective clients, explaining the complex's many amenities, responding to phone inquiries and assisting in planning the many special events and programs for the residents. An interview will be used to measure the candidate's (participant's) knowledge and understanding of a key aspect of the business. You want to make sure the candidate (participant) understands the rather unique set of communications skills that are necessary for this marketing intern position.

In the first part of the interview the candidate (participant) will explain the importance of being able to adapt his/her communication style to best accommodate the needs of THE GLEN's elderly clientele. In addition, the presentation must address the remaining performance indicators listed on the first page of this event. Following the presentation, you are to ask the following questions of each participant:

The interview will take place in your office. You will begin the interview by greeting the marketing intern candidate and asking to hear his/her ideas on the skills and traits necessary to effectively communicate with an elderly resident population. After the candidate has presented the appropriate material, you are to ask the following questions of each participant:

1. What do you believe is the single most important thing that new residents look for when moving into a senior apartment complex like THE GLEN? Please explain.
2. Right now, THE GLEN includes all utilities (gas, water, cable, electric) as part of the residents' monthly rent. What are the benefits realized by the business of doing this?

Once the candidate (participant) has answered your questions, you will conclude the discussion by thanking the candidate (participant) for meeting with you today.

You are not to make any comments after the event is over except to thank the participant.

*Answers will vary but should demonstrate a basic understanding of the concepts.*

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

## Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**JUDGE'S EVALUATION FORM**  
**PMK-2013**

<b>PERFORMANCE INDICATORS</b>	<b>Little/No Value</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>Adapt communication to the cultural and social differences among clients?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>Identify desirable personality traits important to business?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>Explain the nature of effective communications?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>Show empathy for others?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>Overall impression and responses to the judge's questions</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
				<b>TOTAL SCORE</b>	_____



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Communication Skills

## **PRINCIPLES OF MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Describe marketing functions and related activities.
2. Explain the nature of effective verbal communications.
3. Handle telephone calls in a businesslike manner.
4. Employ communication styles appropriate to target audience.

## **INTERVIEW SITUATION**

You are to assume the role of candidate for a marketing internship at INTERSTATE CABLE, a large regional provider of cable television, internet and digital phone services. You have submitted your résumé and have been invited in for a face-to-face interview with the marketing director (judge). This interview will be used to measure your knowledge and understanding of a key aspect of the business.

Historically, cable companies have consistently ranked very low in customer satisfaction surveys. A recent survey by INTERSTATE CABLE reveals that 32% of customers walk out of INTERSTATE CABLE stores due to poor sales assistance and 34% hang up on service phone calls before their problems are even addressed. The marketing director (judge) wants to make sure you understand how effective verbal communication can affect quality customer service before offering you the internship.

In the first part of your interview you will identify ways in which effective verbal communication can improve customer service. In addition, your presentation must address the remaining performance indicators listed on the first page of this event. Following your explanation, the marketing director (judge) will ask you to respond to additional questions.

The interview will take place in marketing director's (judge's) office. The director (judge) will begin the interview by greeting you and asking to hear your ideas on communication and its impact on customer service. After you have provided your explanation and have answered the director's (judge's) questions, the director (judge) will conclude the interview by thanking you for your presentation.

# **JUDGE'S INSTRUCTIONS**

## **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

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5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## **JUDGE SITUATION CHARACTERIZATION**

You are to assume the role of marketing director of INTERSTATE CABLE, a large regional provider of cable television, internet and digital phone services. A candidate (participant) has submitted his/her résumé for a marketing intern position and has been invited in for a face-to-face interview with you. This interview will be used to measure the candidate's (participant's) knowledge and understanding of a key aspect of the business.

Historically, cable companies have consistently ranked very low in customer satisfaction surveys. A recent survey by INTERSTATE CABLE reveals that 32% of customers walk out of INTERSTATE CABLE stores due to poor sales assistance and 34% hang up on service phone calls before their problems are even addressed. You want to make sure the candidate (participant) understands how effective verbal communication can affect quality customer service before offering him/her the internship.

In the first part of the interview the candidate (participant) will identify ways in which effective verbal communication can improve customer service. In addition, the presentation must address the remaining performance indicators listed on the first page of this event. Following the presentation, you will ask the candidate (participant) to respond to additional questions.

The interview will take place in your office. You will begin the interview by greeting the internship candidate (participant) and asking to hear his/her ideas on communication and its impact on customer service. After the candidate (participant) has presented the appropriate material, you are to ask the

following questions of each participant:

1. Why is it that cable companies and airlines seem to consistently rate very poorly in the area of customer service?
2. When hiring a customer service representative, how necessary is it for a candidate to have previous customer service experience? Please explain.

Once the candidate (participant) has answered your questions, you will conclude the discussion by thanking the candidate (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

*Answers will vary but should demonstrate a basic understanding of the concepts.*

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

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Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.

**JUDGE'S EVALUATION FORM**  
**PMK-2013**

<b>PERFORMANCE INDICATORS</b>	<b>Little/No Value</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Describe marketing functions and related activities?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>2. Explain the nature of effective verbal communications?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>3. Handle telephone calls in a businesslike manner?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>4. Employ communication styles appropriate to target audience?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>5. Overall impression and responses to the judge's questions</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
				<b>TOTAL SCORE</b>	_____







# PRINCIPLES OF MARKETING



## 2013 Sample Content Interviews

This publication is designed to assist DECA members and their local chapter advisors in preparing for the Principles of Business Administration events. This booklet will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition.

DECA Images offers a full range of competitive event preparation materials including:

- Comprehensive Exams
- Sample Role Plays & Case Studies
- Instructor's Guides
- Bell Ringer Activities
- Written Event Winners
- Flash Cards

### ORDERING INFORMATION

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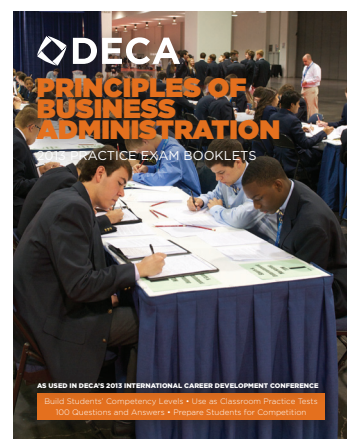
#### Everything You Wanted to Know About

The Principles of Business Administration Events

#### An Instructor's Guide



#### INSTRUCTOR'S GUIDE



#### 2013 EXAM

To learn more about DECA visit us online at

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