

Due Dates for DECA Manuals

30-page manuals begin: Week of Oct. 3rd (8-weeks to complete)

Skip Step 1 (Executive Summary) until the last step, since you are writing a synopsis of your entire manual. Each week you should be turning-in 3-typed pages (double spaced) size 12 and each section bolded.

Weekly Grade of 50 points/ 400 total points! **Honors Credit** awarded for completion on time!

Business Operations Research Events (team of 2 students)

- TR- 10/6 **Step 2-** Introduction (parts A & B)
TR-10/13 C. Description of the business's target market
Next, meet with Store and have Management Approval Letter signed & returned!
TR- 10/20 (*Mid-Term Exam*) **Step 3,** Research Methods used in the Study
Part A- Rationale and description of research. (type Marketing Survey)
TR- 11/3 Part B- Process of Conducting Marketing Research (explain how you submitted survey- dates, times, etc.)
TR- 11/10 **Step 4-** Findings and Conclusions of the Study (Parts A & B)
TR- 11/17 **Step 4-** Steps C & D
Step 5- Proposed Strategic Plan (Steps A & B)
TR- 12/1 **Step 5-** Steps C & D
TR- 12/8 Submit entire manual steps 1-7, including Title page.

Entrepreneurship Written

- TR- 10/6 **Step 2- Introduction & Step #3- A. Self-Analysis**
TR.-10/13 **Step 3-B Trading Area Analysis (Mid-term exam)**
1. General data:
2. Competitive data
TR- 10/20 (*Mid-Term exam*) Step 3-Analysis of the Business Situation (parts C &D)
TR.- 11/3 Step # 4- **Planned Operation of Proposed Business** (steps A & B)
TR- 11/10 Step #4-**C- Proposed marketing strategies** (all steps)
TR- 11/17 Step # **5- Planned Financing**
A. **Projected income and expenses** (parts 1-6)
TR- 12/1 **B. Proposed plan to meet capital needs** (parts 1-6)
And Steps #6 **Conclusions,**
TR- 12/8 Submit entire manual steps 1-8, including Title page.

International Business Plan

- TR- 10/6 Section #2- **Introduction**
TR.- 10/13 Step #3- **Analysis of International Business Situation**
A. Economic, political and legal analysis- Parts 1,2,3 (Mid-term exam)
TR- 10/20 (*Mid-Term exam*) **B. Trade area and cultural analysis-** Parts 1,2,3
TR- 11/3 Step #4- **Planned Operation Steps A-** Proposed Organization
TR- 11/10 Step #4- **B: Proposed Product/service** (parts 1 & 2) and **C. Proposed strategies-** parts 1 & 2
TR- 11/17 Step # **5- Planned Financing-** Step A
TR- 12/1 Step #5- **parts B & C**
TR 12/8 Submit entire manual steps 1-7, including Title page.

Community Service Project (Must implement campaign during Oct. & early Nov)

- TR- 10/6 Step 2- Introduction, Parts A & B
- TR- 10/13 Step 3- Contributions to a Needed Community Service **Parts A & B**
- TR- 10/20 (*Mid-Term exam*) Step 3- **Part C**
- TR- 11/3 Step 4- Organization and Implementation, **Part A**
- TR- 11/10 Step 4- Parts **B & C**
- TR.- 11/17 Step 5- Evaluation and Recommendations – **Part A**
- TR- 12/01 Impact of the community service or charitable project- **Part B**
Recommendations for future projects- **Part C**
- TR- 12/8 Submit entire manual steps 1-7, including Title Page.

Public Relations Project (Must implement campaign during Oct. & early Nov)

- TR- 10/6 Step 2- Campaign Theme or Focus, **Parts A & B**
- TR-10/13 Step 2, Part C
- TR- 10/20 (*Mid-Term exam*) Step 3- Local Media, **Parts A & B**
- TR- 11/3 Step 3, Part C- Media Mix and rationale
- TR- 11/10 Step 4- Campaign Organization and Implementation, **Part A**
- TR- 11/17 Step 4, **Parts B & C**
- TR- 12/1 Step 5, Evaluation and Recommendations, **Parts A&B**
- TR- 12/8 Entire manual steps 1-7, including Title page.

Learn and Earn Project (Note: Coffee Cake Sale held Week of Oct. 17th)

- TR- 10/6 Step 2- Introduction
- TR- 10/13 Step 3- Analysis of the Business Situation, **Parts A & B**
- TR- 10/20 (*Mid-Term exam*) Conduct Coffee Cake Sale & job duties outline!
- TR- 11/3 step 4- Planned Operation of the Proposed Project, **Parts A & B**
- TR- 11/10 Step 4, **Parts C & D**
- TR- 11/17 Step 5- Outcomes, **Parts A & B**
- TR- 12/1 Step 5, parts C & D
- TR- 12/8 Entire manual steps 1-7, including Title page.

Next page is due dates for 11-page manuals!!

Due Dates for DECA Manuals

Begin week of Oct. 17th for 11-page manuals (5 weeks to complete)

Tip- Skip Step 1 (Executive Summary) until the last step, since you are writing a synopsis of your entire manual. Each week you should be turning-in 2-3 typed pages (double spaced) and each section bolded.

Weekly Grade of 50 points/ 250 points total!

Entrepreneurship Participating or Franchise manuals (Individual project)

- Fri- 10/21 (Mid-Term Exam) **Step 2-** Description & Analysis of the Business (**steps A-E**)
- Fri-11/4 **Step 3-**Proposed Marketing/Promotion Plan (**steps A-E**)
- TR- 11/10 **Step 4-**Financing Plan
- Fri-11/18 **Step 1-** Executive Summary (1-page single-spaced)
- Fri- 12/2 Entire manual steps 1-6, including Title page.

Advertising Campaign manuals (1-2 student teams)

- Fri- 10/21 (Mid-Term Exam) **Steps 2-**Description (**parts A & B**) & **Step 3-**Objectives of the Campaign.
- Fri.-11/4 **Steps 4-** Target Market- **parts A & B**
- TR- 11/10 **Step 5-** Advertising Media Selection & **Step 6-** Budget
- Fri.- 11/18 **Step 7** Schedules of Advertising & **Step 8-** Schedules of Sales Promotions.
- Fri- 12/2 Entire manual steps 1-9, including Title page.

Sports and Entertainment Promotion Plan Event (1-2 student teams)

- Fri- 10/21 (Mid-Term Exam) **Steps 2-**Description of Company & **Step 3-**Objectives of the Campaign.
- Fri.-11/4 **Step 4, Schedule of Events-** **parts A & B**
- TR- 11/10 **Step 5-** Responsibility Sheet & **Step 6-** Budget for section 4- A-D
- Fri.- 11/18 **Step 7** Statement of Benefits to the Company & **Step 8-** Bibliography
- Fri- 12/2 Entire manual steps 1-9, including Title Page

Fashion Merchandising Promotion Plan (1-2 student teams)

- Fri- 10/21 (Mid-Term exam) **Step 2-** Description & **Step 3-** Objectives.
- Fri.-11/4 **Step 4-** Schedule of Events,
A. Special Events ; B. Advertising; C. Display;
D. Publicity; E- other in-store activity
- TR- 11/10 **Step 5-** Responsibility Sheet & **Step 6-** Budget (detailed projections of actual cost, section 4 A-E)
- Wed.- 11/24 **Step 7-** Statement of Benefits & **Step 8-** Bibliography
- TR- 12/2 Entire manual steps 1-9, including Title page