

# DECA WRITTEN MANUAL GUIDELINES

## MR. KENNEDYS FALL MARKETING CLASSES

Competition begins Week of Oct. 3 for those students who signed-up to compete. Your goal is to win a trophy and to qualify for prestigious Deca State and National competitions. Go to [www.deca.org](http://www.deca.org) and download your event guidelines for your manual competition event.

### **11-page Marketing Representative Events** (Begin Oct. 17<sup>th</sup> /5-weeks to complete)

Must print and turn-in your weekly section to Mr. Kennedy on Fridays in class!

- Entrepreneurship Participating or Franchising Business (ENPI)
- Advertising Campaign (ADC)
- Fashion Merchandising Promotion Plan (FMP)

### **30-page written event manuals** (Begin Oct. 3<sup>rd</sup> /8-weeks to complete)

Must print and turn-in your weekly section to Mr. Kennedy on Thursdays in class!

#### **Honors Credit earned!**

- \* Business Operations Research Events
- \* International Business Plan (IBP)
- \* Entrepreneurship written (ENW)
- \* Public Relations Project (PRP)
- \* Community Service Project (CSP)
- \* Learn and Earn Team (LEP)

### **Important Guidelines**

- Students will get **2-days in class per week** to work on their manual, however you must complete marketing class projects; if you need additional class time to work on your manual then you must complete a marketing class project for homework.
- Do **NOT** number your typed pages until you've completed all sections of manual, however bold and number all sections. Example: 2. Introduction
- Mr. Kennedy will provide a **"weekly tips sheet"** for completing your manual.
- Go to Mr. Kennedy's teacher webpage for **Sample Deca manuals** from a student who won at Nationals in your category as a helpful guide.
- Save your manual 3-ways each week to each of the following: (1) To my **Teacher Manual Flash drive**; (2) To your **student folder**; (3) To your **personal Flash drive**. Next, save and combine sections each week until you finish your paper.
- You will turn-in sections for a weekly grade of 60 points.
- Failure to turn-in your weekly manual section on time will result in a late grade of 20 points and you may be dropped from Deca manual competition.
- 30-page manuals due on Thursdays/ 11-page manuals due on Fridays
- Will attend the **Broward County Deca District Awards Ceremony at NSU on (January 13)** to see if your manual qualified for State Competition in Orlando.
- **Submitting Weekly Manuals-** You may print your weekly sections in class and turn-in for a weekly grade. At the top Right-hand corner of your paper type the following:
  - **Student Name(s)**
  - **Class Hour**
  - **Event Name**
  - **Date**