

## TURNING-IN YOUR COMPLETING DECA MANUAL Worth 60 points

### (11-Page Manuals)

- Entrepreneurship Participating
- Entrepreneurship Franchising
- Advertising Campaign
- Fashion Promotion Plan
- Public Relations Campaign

### (30-Page Manuals)

- \* Marketing Research Events
- \* Entrepreneurship Written
- \* Learn & Earn
- \* Community Service
- \* Sports & Entertainment Promotion

### Executive Summary

This is simply an overview of your entire marketing project. This must be single-spaced and include all sections from your paper. Bold sections titles in summary and entire paper. Example- **Introduction**

**Self-analysis**

**location**

**Marketing Plan**

**Financing Plan**

**Table of Contents-** The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

**Title Page-** Center document and include: (double space)

(Download a picture of your Business and place above the Title Page information)

**Name of Competitive Event**  
**Name of your proposed business**  
**Monarch High DECA Chapter**  
**5050 Wiles Road**  
**Coconut Creek, Florida**  
**Participant's name**  
**Current Date**

Prior to turning-in your completed paper make sure you have the following steps completed:

1. Go to [www.deca.org](http://www.deca.org) and read and follow the Checklist standards pertaining to your paper. Points will be deducted for any steps missing.
2. The body of the written entry must be limited to 11 numbered pages, not including the title page and table of contents page. Note- see above list of 30-page manual list.
3. The pages must be numbered in sequence, starting with the executive summary.
4. Your typed entry must be double-spaced with the exception of the Executive Summary, which is single-spaced.
5. Make sure you **bold** each of your headings and underline your sub-headings throughout paper.
6. Manuals must flow with no empty "white space" between sections.
7. Make sure your paper follows the sequence outlined in the guidelines checklist.
8. Pick-up and sign the **Statement of Assurance** sheet. This form must be placed on the 2<sup>nd</sup> page of your paper.
9. (Important) Ask your English teacher to proofread your completed DECA manual and check for proper sentence structure and word usage.