

## DECA WRITTEN MANUAL GUIDELINES MR. KENNEDYS FALL MARKETING CLASSES

Your Teams Marketing project begins 1<sup>st</sup> week of October. Students in Mr. Kennedys upper-level marketing classes (Applications & Management) will earn **honors credit** for completing their project, while working in teams of 2-3 students. The top manuals from our chapter may be submitted for DECA competition, for our DECA members only. The goal for our DECA members is to win a trophy at district competition (January) and to qualify for the Florida DECA State Conference to Orlando in March. State winners will qualify for ICDC in Orlando in April. Go to [www.deca.org](http://www.deca.org) and review the guidelines for your individual event.

**20-page written event manuals includes appendix (10 weeks to complete)**

<b><i>Franchise Business Plan- FBP</i></b>	<b>Available to Non- DECA members</b>
<b><i>Marketing Research Events (5- choices)</i></b>	Available to DECA members
<b><i>Public Relations Project- PRP</i></b>	Available to DECA Executive Officers
<b><i>Community Service Project-CSP</i></b>	Available to DECA Executive Officers
<b><i>Entrepreneurship Promotion Plan- EPP</i></b>	Available to DECA Executive Officers

### Important Student Guidelines

- This team project is both in class & for homework to complete.
- As a helpful guide, “[Tips sheets](#)” will be provided on Mr. Kennedys teacher [website](#) for completing all sections of your marketing manual.
- In addition, a finished **sample Deca manual** will be posted on Kennedys teacher website, as a helpful guide.
- Save all sections of your marketing project on OneDrive and one your personal Zip Drive.
- Your team will submit your manual sections (estimate 3-4 pages) to **Kennedys Canvas Page** every two weeks for a grade of 40-points. (15 point deducted late)
- Use Font New Times Roman , size 12 and use double-spacing, except charts are Single-spaced.
- **Grading-** Teams must submit sections together and label who completed each section)  
*Example: Kayla Ball- Step 2/ Patty Gabriel- Step 3/ Chloe Snyder- Step 4*
- Students who submit their section **after due date** will receive a 15-point deduction.
- **Printing:** Teams are strongly encouraged to have their own printer to submit their manual sections to Mr. Kennedy in class by the due dates.
- Sections must be submitted electronically in class by due dates.
- See list of Manual due dates posted on Kennedys website & Canvas page.
- Your teams finished 20-page manual team project is **worth a total 260 points!!**

- Competition: Our top (eight) 20-page DECA manuals will be mailed directly to Orlando for competition. Only those students submitting their manuals into competition will be required to attend the **Broward County DECA District Awards Ceremony**- Thursday, January 17<sup>th</sup> from 7-9:30 pm. (Get 5 Service hours!!) Must dress in business attire; trophies awarded to those students who qualify for DECA States in Orlando.
- **Mid-Term Exam**- All teams will complete a PowerPoint Presentation for their completed 20-page marketing project to count as their Mid-Term Exam grade!