

DECA - Team Events Descriptions

- **Buying and Merchandising:** Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service. The concepts include the instructional areas in the **Marketing cluster**.
- **Financial Services:** Financial services refer to services offered in the finance industry by financial institutions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes. The concepts include the instructional areas in the **Finance cluster**.
- **Hospitality Services:** Marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services. The concepts include the instructional areas in the **Hospitality and Tourism cluster**.
- **Marketing Communications:** Marketing functions and tasks that inform, remind, and/or persuade a target market of ideas, experiences, goods/services, and/or images. The concepts include the instructional areas in the **Marketing cluster**.
- **Sports and Entertainment Marketing:** Marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The concepts include the instructional areas in the **Marketing cluster**.
- **Travel and Tourism:** Marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry. The concepts include the instructional areas in the **Hospitality and Tourism cluster**.