Deca Encyclopedia Article

Deca

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Contents

Deca Encyclopedia Article.....1

Contents.....2

Deca.....3

Deca

DECA is a national student organization for individuals preparing for marketing, management, and entrepreneurship careers. With 180,000 members, DECA serves as the companion to marketing education programs within secondary and post-secondary schools across all fifty states of the United States, its territories, and Canada. As a co-curricular organization, DECA is an integral part of classroom instruction—a vehicle through which students learn marketing and management, and are motivated to succeed.

In partnership with businesses throughout the country, DECA offers learning experiences that contribute to the integration of academic and career-focused instruction, resulting in heightened student achievement and student recognition. For example, each year more than 60,000 student members participate in a competitive events program, culminating in state and national secondary and post-secondary Career Development Conferences that allow members to demonstrate academic and marketing excellence.

Organized in 1946, DECA meets the needs of marketing (then, distributive) education students seeking professional and personal growth. The association is governed by a board of directors. Until July 1991, DECA was referred to as the Distributive Education Clubs of America. Although that continues to be the legal name, the organization uses the commonly recognized acronym, DECA, along with the tag line, An Association of Marketing Students." The official logo of DECA is a diamond, whose four points emphasize civic consciousness, leadership development, vocational understanding, and social intelligence. DECA is advised by a national advisory board, consisting of business representatives, and a congressional advisory board, comprised of federal legislators.

The official publications of DECA are the *DECA Advisor*, *Dimensions*, *Chi Connection*, *Highwired. Net*, and the *DECA Guide*. Such scholarships as the Harry A. Applegate, J. C. Penney, and Sears Scholarships are available to support the academic endeavors of members. More information is available from DECA at 1908 Association Dr., Reston, Virginia 20191; (703)860-5000: or http://www.deca.org.

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