



GOALS OF DECA

To carry out this mission, the following is a statement of DECA's goals:

- 1. To develop leadership abilities**
- 2. To develop social and business etiquette**
- 3. To develop an understanding of civic responsibility**
- 4. To develop ethical behavior in personal and business relationships**
- 5. To develop an understanding of the role of the free enterprise system in a global economy**
- 6. To develop occupational competencies needed for careers in marketing, management, and entrepreneurship**



FLORIDA DECA OBJECTIVES

- 1. To cause students to demonstrate and further develop the competencies important to success in marketing, management, and entrepreneurship.**
- 2. To inspire and develop leadership ability in students of marketing, management and entrepreneurship.**
- 3. To improve the human relationships of students of marketing, management and entrepreneurship.**
- 4. To improve the self image and success pattern of each student of marketing, management and entrepreneurship.**
- 5. To enable students of marketing, management and entrepreneurship to demonstrate and further develop in their responsibility as citizens in our free enterprise system.**
- 6. To crystallize career development of students in students of marketing, management and entrepreneurship.**
- 7. To secure the involvement and support of educators, business people, legislators and parents for education in marketing, management and entrepreneurship.**



DECA MEMBERSHIP CODE OF ETHICS

As A DECA Member:

I will be sincere and honest.

I will accept each task with confidence in my ability to perform my own work at a high standard.

I will strive with the guidance of my family, teachers, advisors, business persons, and my own initiative, to do my best in making my community, state, and nation a better place to live.

I will strive to develop a cooperative attitude and will exercise tact with and respect for other individuals.

I will be steadfast in my beliefs and in my responsibilities as a citizen.

I will demonstrate good sportsmanship in competition by being modest in victory and gracious in defeat.



*An Association of Marketing Students
Western High School Chapter*