

# THE DECA STORY

## Introduction and Overview

DECA is a co-curricular, student-centered organization specifically designed to provide activities that will motivate students to learn marketing competencies that will prepare them to become skilled, employable workers in marketing, management and entrepreneurship, and marketing related careers.

The purpose of DECA is to provide learning opportunities to those enrolled in marketing and marketing related courses through goal-oriented chapter activities. The focus of these activities is on developing greater understanding and appreciation of marketing, management and entrepreneurship and related marketing careers. These activities contribute to occupational competence by promoting greater understanding and appreciation for the responsibilities of citizenship in our private and free enterprise system.

Any student enrolled in a marketing education or marketing related course anywhere in the United States, the four U.S. territories, and Canada can be a member of DECA. **Membership is now also open to students who have taken a marketing course in the past or will be enrolling in the future.** The organization is nonprofit, nonpolitical and totally student oriented. All chapters are self-supporting with members paying local, state, and national dues. Each chapter elects its own student officers, and the local instructor serves as the chapter advisor. All chapters within a state comprise a state association, which is under the leadership of the state advisor. Each state elects student officers for its division. The national organization is composed of the total of all state associations.

The DECA chapter is to the marketing education program what a civic or professional organization is to a group of business people. Chapter activities are recognized as a part of the total educational program because they develop leadership skills, professional attitudes, business competency, better citizenship, characteristics, and social growth of the individual. These same activities serve the instructor as a teaching tool by creating interest in all phases of marketing, management, and entrepreneurship.

**DECA activities provide members with an opportunity to serve as leaders and followers, and with an opportunity for them to receive local, state or national recognition which they may otherwise not have.**



*An Association of Marketing Students  
Western High School Chapter*