



DECA
CHALLENGES

Visit www.deca.org/challenges to learn more.
Please consult each challenge's guidelines for specific information.

DECA's Challenges provide members with opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges in partnership with several corporate partners. Each challenge has a unique focus and a specific set of required tasks and timelines. The top performers will receive recognition on stage at the DECA International Career Development Conference (ICDC) with approval from the chartered association advisor.

STUKENT CTE

DECA at the Bell Challenge

Write and produce your very own episode of DECA at the Bell. Creativity is encouraged; what matters most is the ability to engage the audience while connecting something in the world of business to the world of DECA. The topic/theme of the 2026 challenge is Positioning.

Submissions due by: **October 30** 2-4 Members

Elements

- Script
- Up to 3:30-Minute Video

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Social Influence in the Real-World Challenge

Social influence tactics are persuasive strategies used by communication experts in marketing, advertising, and negotiation to effectively shape behavior and decision-making in various real-world situations. Each of these tactics demonstrates the power of strategic communication in influencing choices and behavior, highlighting their relevance in marketing, negotiation, and interpersonal relationships. This challenge is the perfect opportunity to develop and apply your knowledge on these fascinating topics that are relevant to nearly every dimension of our daily lives.

Submissions due by: **November 30** 2-3 Members

Elements

- 3-5 Minute Video
- Mock-up Ads: Billboard or Video Format



Social Media Marketing Simternship™ Challenge

Take charge of a dynamic simulated company, strategically allocating your ad budget to maximize revenue. Craft captivating content, engage target audiences and analyze your metrics across simulation rounds. Showcase your social media marketing skills in this exciting challenge.

 **October 14 - December 1**

 Individual

Elements

- Virtual Simulation



Hospitality Sustainability Innovation Challenge

Behind the scenes, hotels and resorts are working hard to reduce their environmental footprint. Your task is to select a hospitality brand and design a digital or experiential idea in a manner which encapsulates the hospitality brand's DNA that immerses guests and encourages them to participate in the hotel/resort's sustainability efforts. Participants can choose to focus on any aspect of sustainability and any digital medium.

 Submissions due by: **December 11**

 1-4 Members

Elements

- 3-5 Minute Video
- Digital Assets (Mock-Up)



Personal Branding Challenge

Develop a comprehensive personal brand that includes a logo, résumé and personal vision statement. Create your concept using Adobe Express tools and submit your project components on the template.

 Submissions due by: **December 18**

 Individual

Elements

- Adobe Express Template



Disability Is Diversity Challenge

Create a focused Disability Is Diversity presentation that highlights the obstacles and experiences of navigating an educational environment with differing abilities. Learn firsthand about the barriers encountered by a student with a disability and determine how you can advocate for needed change.

 Submissions due by: **December 18**

 1-3 Members

Elements

- 4-Minute Video



Procurement for the Public Good Challenge

Develop a solution to a purchasing, sourcing or an operational challenge impacting a school or community organization. Teams will evaluate options and recommend a strategy that improves value, efficiency, sustainability, innovation or overall impact. Final submissions should demonstrate research, critical thinking and strategic decision-making while addressing real-world organizational needs.

 Submissions due by: **January 8**

 2-4 Members

Elements

- 3-5 Minute Video
- 2-3 Page Executive Summary
- Evaluation Matrix or Comparison Tool



Social Impact Leader Challenge

Demonstrate your creativity by developing the next breakthrough cause-marketing campaign for the National Pediatric Cancer Foundation (NPCF). Working in teams of up to four members, DECA chapters will create an original, innovative fundraising initiative that incorporates NPCF branding and advances its mission. Campaigns should feature an uplifting, hopeful message that inspires engagement and action, while showcasing strong marketing expertise, entrepreneurial thinking, and business acumen.

 Submissions due by: **January 8**

 1-4 Members

Elements

- 4-Minute Video
- Fundraising Campaign
- Social Media Campaign



The Future of Accounting Challenge

In this challenge, teams will act as consultants for the AICPA, a national professional association focused on supporting accounting professionals, and create a student-focused marketing and engagement plan. Participants will develop a strategy for the CPA Pipeline Team to help high school and college students better understand the value of student membership and increase interest in joining AICPA's student community.

📅 Submissions due by: **January 11** 👤 2-3 Members

Elements

- 3-5 Minute Video
- Financial plan/Budget



Food Truck Challenge

Create a unique food truck concept that meets the needs of a specific target market while effectively utilizing branding, design, and marketing strategies.

📅 Submissions due by: **January 15** 👤 3-4 Members

Elements

- Adobe Express Template
- Up to 60-Second Video



Digital Presentation Skills Challenge

Demonstrate your digital presentation skills utilizing a Virtual Business simulation in a one-to two-minute digital presentation. The top finalists will deliver a live, digital presentation.

📅 Submissions due by: **February 1** 👤 Individual

Elements

- 1-2-Minute Presentation



Insurance Pathways Innovation in Action Challenge

You are a young professional launching a new insurance agency and want to build the ultimate team of next gen leaders. Create a business plan introducing the key professionals you would hire, their essential duties to your company's success and how each role could be appealing to Gen Z.

📅 Submissions due by: **February 1** 👤 1-4 Members

Elements

- 3-5-Minute Video
- Digital Assets (Mock-Up)

