

OUR MISSION

Collegiate DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.



COLLEGIATE DECA™

COMPETENCE
INTEGRITY
INNOVATION
TEAMWORK



Go to www.collegiatedeca.org to learn more.

OUR GUIDING PRINCIPLES



Collegiate DECA's Comprehensive Learning Program

Integrates into Classroom Instruction

As an integral component of academic instruction, Collegiate DECA activities can provide authentic, experiential learning methods to help members succeed in college and prepare for careers.

Applies Learning

Collegiate DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

Connects to Business

Partnerships with businesses at local, national and international levels provide student members realistic insight into industry and provide internships and career opportunities.

Promotes Competition

As in the global economy, a spark of competition drives our members to excel and improve their performance. Campus competition teams also bring recognition to students and academic programs.



Collegiate DECA inspires students to be

Academically Prepared

Collegiate DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Community Oriented

Recognizing the benefit of service and responsibility to the community, our members continually impact and improve their local and broader communities.

Professionally Responsible

Collegiate DECA members are poised professionals with ethics, integrity and high standards.

Experienced Leaders

Collegiate DECA members are empowered through experience to provide effective leadership through goal setting, team building, decision making and project implementation.