

LOCAL STUDENTS EARN OPPORTUNITY TO COMPETE AT STATE MARKETING COMPETITION

On December 4, 2018, marketing students from the Darlington County Institute of Technology (DCIT) joined other marketing students across the region for the Region II DECA competitive event which was held at May River High School in Bluffton, SC. DECA is an international organization for marketing students with over 180,000 members in the United States, Canada, Germany, and Puerto Rico whose main purpose is to develop leadership and business skills in today's aspiring marketing students. DECA also provides opportunities for students to network with industry leaders and earn recognition in competitive events. There are three DECA regions in South Carolina. Courses available at DCIT which allow membership in DECA are Marketing, Accounting, Finance, Business Law, Entrepreneurship and Leadership.

Advisors Pam Smith and Latrica Jackson prepare students for the competition by having them complete sample written and computer tests, prepare a variety of related classroom assignments, and participate in role play situations related to their event with their classmates and community volunteers. Each competitor had to take an on-line test at the school in November and on December 4, they participated in the role play portion of their competition. The role play competition requires students to read a situation in their content area, prepare for ten minutes, then interact with judges in fields from Apparel and Accessories Marketing to Quick Service Restaurant Management to Human Resources. Students placing in the top ten in their event were awarded a medallion and certificate on stage in front of their peers during an awards ceremony. The following DCIT students were honored for placing in the top ten in their respective event.

Quenton Baker	Marketing Communication Series
Emily Blue	Apparel & Accessories Marketing Series
Jada Coefield	Quick Service Restaurant Management Series
Tiyonna Dolford	Apparel & Accessories Marketing Series
Jonicea Fox-Moses	Hotel and Lodging Management Series
Jaelyn McDonald	Accounting Applications Series
Auriale Rogers	Quick Service Restaurant Management Series
Brooklyn Sylvester	Apparel and Accessories Marketing
Shayla Walters	Accounting Applications Series
Christopher White	Entrepreneurship
Annagrace Wilkes	Entrepreneurship
Jakayla Williams	Food Marketing Series
Martyashia Williams	Accounting Applications Series

All of these students qualify to compete at the state level. The state competitive events will be held in North Charleston, SC on February 22-24, 2019. If they can place in the top three at state competition, they are eligible to go to the International DECA Conference in Orlando, FL on April 27-30, 2019.