

What We Do



DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA's attributes and values describe our priorities and standards. We value competence, innovation, integrity and teamwork in preparing college and career ready students.

Who We Are With over a 60 year history, DECA has touched the lives of more than ten million students, educators, school administrators and business professionals. Their strong connection to our organization has resonated into a brand that people identify as a remarkable experience in the preparation of emerging leaders and entrepreneurs. Our members include:

Student Members

: Any student enrolled in marketing education where there is a DECA chapter can join DECA. In classrooms throughout the country, students form their own chapters and elect their own officers. Marketing education teachers/coordinators serve as individual chapter advisers. DECA chapters are self-supportive, with members paying chapter, state association, and national membership dues.

Alumni Members

: Former students of marketing education or former members of DECA are the foundation of our organization. Supporting the mission of DECA by assisting local chapters and judging competitive events, these individuals ensure the continued success of DECA.

Professional Members

: Any individual willing to contribute to the growth and development of DECA. These members may include such persons as Teachers, Marketing Education Consultants, employers, parents of DECA members, Advisory Committee Members, school administrators, etc.

North Carolina DECA has over 7,000 members represented over approximately 150 chapters across the state. Having been a charter member of the International Association, North Carolina DECA is proud to historically be one of the top 15 largest associations on the international level.