

**Below are the 2017-2018 District Scenario Primary Instructional Areas:**

**Accounting Applications Series Event (ACT)**

Scenario #1 – Financial Analysis

**Apparel and Accessories Marketing Series Event (AAM)**

Scenario #1 – Selling

**Automotive Services Marketing Series Event (ASM)**

Scenario #1 – Market Planning

**Business Finance Series Event (BFS)**

Scenario #1 – Financial Analysis

**Business Law and Ethics Team Decision Making Event (BLTDM)**

Scenario #1 – Communication Skills

**Business Services Marketing Series Event (BSM)**

Scenario #1 – Market Planning

**Buying and Merchandising Team Decision Making Event (BTDM)**

Scenario #1 – Market Planning

**Entrepreneurship Series Event (ENT)**

Scenario #1 – Information Management and Marketing-Information Management

**Entrepreneurship Team Decision Making Event (ETDM)**

Scenario #1 – Product/Service Management

**Financial Services Team Decision Making Event (FTDM)**

Scenario #1 – Customer Relations

**Food Marketing Series Event (FMS)**

Scenario #1 – Operations

**Hospitality Services Team Decision Making Event (HTDM)**

Scenario #1 – Selling

**Hotel and Lodging Management Series Event (HLM)**

Scenario #1 – Pricing

**Human Resources Management Series Event (HRM)**

Scenario #1 – Economics

**Marketing Communications Series Event (MCS)**

Scenario #1 – Promotion

**Marketing Management Team Decision Making Event (MTDM)**

Scenario #1 – Selling

**Personal Financial Literacy Event (PFL)**

Scenario #1 – Employment and Income

**Principles of Business Management and Administration Event (PBM)**

Scenario #1 – Economics

**Principles of Finance Event (PFN)**

Scenario #1 – Information Management

**Principles of Hospitality and Tourism Event (PHT)**

Scenario #1 – Communication Skills

**Principles of Marketing Event (PMK)**

Scenario #1 – Operations

**Quick Serve Restaurant Management Series Event (QSRM)**

Scenario #1 – Promotion

**Restaurant and Food Service Management Series Event (RFSM)**

Scenario #1 – Communication Skills

**Retail Merchandising Series Event (RMS)**

Scenario #1 – Marketing

**Sports and Entertainment Marketing Series Event (SEM)**

Scenario #1 – Economics

**Sports and Entertainment Marketing Team Decision Making Event (STDM)**

Scenario #1 – Promotion

**Travel and Tourism Team Decision Making Event (TTDM)**

Scenario #1 – Market Planning