



DISTRICT INSTRUCTIONAL AREAS

HIGH SCHOOL DIVISION 2026-2027

Competitive Event			Instructional Area
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS			
PBM	Principles of Business Management and Administration		Professional Development
PEN	Principles of Entrepreneurship		Financial Analysis
PFN	Principles of Finance		Professional Development
PHT	Principles of Hospitality and Tourism		Communication Skills
PMK	Principles of Marketing		Customer Relations
PERSONAL FINANCIAL LITERACY EVENT			
PFL	Personal Financial Literacy		Managing Risk
INDIVIDUAL SERIES EVENTS			
AAM	Apparel and Accessories Marketing Series	Scenario 1	Product/Service Management
		Scenario 2	Customer Relations
ACT	Accounting Applications Series	Scenario 1	Financial Analysis
		Scenario 2	Professional Development
ASM	Automotive Services Marketing Series	Scenario 1	Economics
		Scenario 2	Customer Relations
BFS	Business Finance Series	Scenario 1	Risk Management
		Scenario 2	Professional Development
BSM	Business Services Marketing Series	Scenario 1	Marketing-Information Management
		Scenario 2	Operations
ENT	Entrepreneurship Series	Scenario 1	Promotion
		Scenario 2	Entrepreneurship
FMS	Food Marketing Series	Scenario 1	Economics
		Scenario 2	Promotion
HLM	Hotel and Lodging Management Series	Scenario 1	Customer Relations
		Scenario 2	Selling
HRM	Human Resources Management Series	Scenario 1	Human Resource Management
		Scenario 2	Emotional Intelligence
MCS	Marketing Communications Series	Scenario 1	Promotion
		Scenario 2	Promotion
QSRM	Quick Serve Restaurant Management Series	Scenario 1	Selling
		Scenario 2	Product/Service Management
RFSM	Restaurant and Food Service Management Series	Scenario 1	Communication Skills
		Scenario 2	Product/Service Management
RMS	Retail Merchandising Series	Scenario 1	Market Planning
		Scenario 2	Marketing
SEM	Sports and Entertainment Marketing Series	Scenario 1	Market Planning
		Scenario 2	Promotion