

Elk River HS (MN) SBE Best Practice

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Back Display wall of the DECA Depot.



Door class connects the store to the marketing classroom.



DECA Depot in full operation during the lunch period.

With the addition to Elk River High School in 2002 came the opportunity to open a learning lab for business and marketing students, The DECA Depot. The DECA Depot is conveniently located in the entrance area of the school easily accessible to students, parents, and community members. The DECA Depot is also attached to the Marketing Classroom, making it easy to operate and manage during the school day.

The DECA Depot is open when school is in session from 11:00am-12:30pm, during the lunch period. It is also open during Freshman Orientation, Parent-Teacher Conferences, and during home basketball games in December.

Three managers – Operations, Merchandising, and Financial – each having their own specific duties, manage the DECA Depot. The managers rotate each day in the store and are assisted by members of the Advanced Marketing Class. This system has worked well for the store but has also served as a great recruitment tool for future managers, and marketing students.

The DECA Depot offers a wide variety of school apparel items as well as candy, drinks, and the most popular item, Slush Puppies. All inventory in the store is designed, ordered, and monitored by the Management Team and Advanced Marketing Students, this helps to ensure that we are hitting our intended target market as well as allowing for an incredible real life learning experience.

All proceeds from the store are used to directly offset the costs student DECA participation and maintain store operations for future years.