

MARKETING—*MODIFIED*

Marketing involves the distribution of products and services to the consumer. This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing.

OBJECTIVE TEST COMPETENCIES (may include, but not limited to)

- basic marketing fundamentals (price, product, place, and promotion)
- economics
- selling and merchandising
- channels of distribution
- marketing, information research and planning
- promotion, advertising media
- legal, ethical, and social aspects of marketing
- e-commerce

PERFORMANCE COMPETENCIES

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

NBEA STANDARDS REINFORCED BY EVENT

Entrepreneurship: marketing, legal

Marketing: foundations of marketing, consumers and their behavior, external factors, the marketing mix, marketing research, the marketing plan

CAREER CLUSTER(S): *Business Management & Administration; Marketing*

ELIGIBILITY

The top five (5) teams composed of two (2) to three (3) members from the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one TEAM.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

OVERVIEW

This event consists of two (2) parts: a one-hour written objective test and a performance component. Team members will take one objective test collaboratively. Nongraphing calculators may be used. The objective test score will be used to break a tie.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

An interactive case study will be given concerning a marketing problem. Participant will present a solution to the problem.

PERFORMANCE GUIDELINES

1. The top fifteen (15) teams with the highest score on the objective test will advance to the performance. The order of performance will be drawn at random by an impartial person in the event office.
2. Teams will report to the preparation room. Twenty (20) minutes before the performance, the team will receive the case study. Teams will be given twenty (20) minutes to prepare their case to present. Teams will report to the performance room at the end of twenty (20) minutes.
3. Two (2) note cards will be provided and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
5. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
6. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
7. The performance is open to conference attendees who are not performing participants of this event.

JUDGING

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the event of a tie, the objective test score will be included to determine the final rank.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

NATIONAL ENTRIES

Washington State may enter two (2) state winners for national competition.

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Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1–7	8–14	15–20	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Management’s decision is clear	0	1–5	6–10	11–15	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Shows self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal	/100 max.				
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Points Deduct five (5) points for failure to follow guidelines.					
Final Score	/100 max.				
Objective Test Score (To be used in the event of a tie.)					

Student Name(s):			
School:			
Judge’s Signature:		Date:	

Judge’s Comments:

VERIFICATION
(scores checked)
 Administrator