

Marketing

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.

Competencies

The written objective test may include questions on the basic marketing functions (price, product, place, and promotion), channels of distribution, legal and social aspects of marketing, advertising media, including e-commerce, international marketing, marketing research, and ethics.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Each chapter may enter participants who are members of an active local chapter and are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No more than member of a team may have competed in this event at a previous National Leadership Conference.

Procedure

This event is open to teams of 2-3 members.

A one-hour online objective test will be administered collaboratively to all team members based on the listed competencies.

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

The top ten teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.

Twenty (20) minutes before the performance, the individual will receive the case study.

Two (2) note cards will be provided to each participant 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.

No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

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.

A timekeeper will stand at six minutes and again at seven minutes.



Marketing 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.					
Final Score					/100 max.
Objective Test Score (To be used only in the event of a tie.)					

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments: