
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

This event is composed of two (2) parts: an objective test and a performance.

Objective Test Competencies

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

Performance Competencies

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

Business Education Curriculum Standard(s):

Entrepreneurship; Marketing

Case Study Topic

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

Region Eligibility

Each chapter may enter one entry as an individual member or as a team, not to exceed three (3) members. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

In the event of a team entry, no more than one (1) member may have competed at a previous Region Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual. If a member is competing as part of a team and members withdraw from the team leaving that member as the only remaining competitor, he/she may not compete/advance to the next level if the member competed as an individual in prior years.

If one or more of the team's members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified.

It is the responsibility of the:

local chapter adviser

- to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

region adviser

- to verify that membership dues of participants at the region conference comply with the deadlines listed above.

State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

One team member may repeat and may have entered this event at a prior State Leadership Conference.

If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

local chapter adviser

- to contact the region adviser about the team that will not be attending.

region adviser

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
- to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at www.pafbلا.org/importantdates.php, which is posted on the PA FBLA web site.

Region Procedure

The following procedures must be used:

1. **The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at www.pafbلا.org/dresscode.php. If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance.**
3. There will be no case study at the region level.
4. No other materials or equipment may be used.
5. Participants must furnish their own No. 2 pencils and erasers.
6. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

State Procedure

The following procedures must be used:

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1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
 2. At the State Leadership Conference, the adviser must confirm the students' participation in the event. Participants who are not confirmed will be disqualified.
 3. In order to qualify for an award, the participants must participate in both the objective test and the performance component or they will be automatically disqualified.

Objective Test

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at www.pafbld.org/dresscode.php. If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance.**
4. The ten (10) teams with the highest score will be scheduled for a performance test. The ten (10) highest scoring teams will be posted as soon as possible after the event. The order of performance will be drawn at random by a state committee member.
5. Participants must furnish their own No. 2 pencils and erasers.
6. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

Performance Component

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified. The team will not receive any additional instructions from the event administrators. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
2. **The participant(s) must comply with the PA FBLA Dress Code which can be found at www.pafbld.org/dresscode.php. If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code.**
3. Twenty minutes (20) before performance, each team will receive the case study.
4. Two (2) 4" x 6" note cards will be provided for 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.
5. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance; if found, any such items will be given to the event administrators to hold until the members complete their performance. Magazines, books, playing cards, and other printed items not related to the event's content are allowed in the holding room.

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6. Microphones and podium/lecterns will not be available.
 7. 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. All team members must actively participate.
 8. This is a role-play event.
 9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
 10. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

Region Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at www.pafbld.org/tiebreakers.php.

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Tiebreaker implementation examples can be found in this handbook or at www.pafbld.org/tiebreakers.php.

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie in the performance score, the objective test score of the tied teams will be used to break the tie.

Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

The first-, second-, third-, and fourth-place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place team cannot attend, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winning team about participating at the National Leadership Conference.



MARKETING

Performance Rating Sheet

Revised 2017-18

Final Round

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Demonstrates understanding of the case study and defines problem(s) to be solved	0	1-5	6-10	11-15	
Identifies alternatives and the pro(s) and con(s) of each	0	1-7	8-14	15-20	
Identifies logical solution and aspects of implementation	0	1-7	8-14	15-20	
Demonstrates knowledge and understanding of the event competencies: Basic marketing fundamentals/economics/selling and merchandising/channels of distribution/marketing, information research, and planning/promotion and advertising media/legal, ethical, and social marketing aspects/e-commerce	0	1-7	8-14	15-20	
Delivery Skills					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1	2-3	4-5	
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.)					

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments: