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## **Marketing Concepts – Middle Level** ***(Pennsylvania Only Event)***

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

### **Competencies**

#### *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

#### **Business Education Curriculum Standards:**

Entrepreneurship; Marketing

### **State Eligibility**

Each middle level chapter may enter up to five members in this event. Each middle level student is permitted to compete in one (1) objective test event, OR one (1) school site event, OR one (1) state-only event.

Participants must be members of active local chapters on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. 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.

All middle level FBLA members in grades 5 through 8 are eligible for this event.

It is the responsibility of:

#### **Local chapter adviser**

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

### **National Eligibility**

There is no national eligibility. This event is for Pennsylvania members only.

### **Procedure**

1. A 45 minute objective test will be administered based on the previously listed competencies.
2. The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.
3. Participants must furnish their own No. 2 pencils and erasers.
4. No scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
5. Testing will occur during the PA FBLA Middle Level Testing Window, as established by the PA FBLA Middle Level Coordinator.

### **State Judging**

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All objective tests will be graded through the online testing 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.

### **Region Recognition**

Local chapters/region advisers may decide the number and type of awards or recognition to be presented locally or at the RLC.

### **State Recognition**

The state FBLA office will provide certificates of participation for local chapters to distribute to all members who participate in this event at the state level. After comparing the results of all participating members in the state, recognition will be issued to the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners in this event.

### **National Recognition**

There is no national recognition for participants. This event is a Pennsylvania only event.

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## **Multimedia & Website Development – Middle Level**

*This event provides recognition for FBLA Middle Level members who demonstrate an ability to develop a multimedia tools and a webpage to deliver a message.*

### **Competencies**

- Career Awareness Related to Multimedia and Website Industry
- Technology Operation and Concepts
- Visual Design Concepts
- Animation Techniques
- Gaming
- Digital Audio
- Web Technologies
- Graphic Design

### **Business Education Curriculum Standards:**

Communication; Information Technology; Marketing

### **2018 Topic**

The topic for this event for the 2017-2018 school year is:

*Design, build and launch a website that features the competitor's ability to incorporate the elements of website design, graphic layout, and proper coding techniques.*

TOPIC: Promote the FBLA LEAD Program ([www.fbla-pbl.org/middle-level/recognition-awards/lead](http://www.fbla-pbl.org/middle-level/recognition-awards/lead))

*The website must include a 1-3 minute multimedia presentation that encourages members to participate in the LEAD program.*

*The website must include sound, photo and image editing and graphics.*

*The website must include at least one activity with user interaction (i.e. survey game, etc.)*

### **State Eligibility**

Each middle level chapter may enter up to five teams in this event. Each team may consist of a minimum of one (1) member and a maximum of three (3) members. Each middle level student is permitted to compete in one (1) objective test event, OR one (1) school site event.

Participants must be members of active local chapters on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. 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.

All middle level FBLA members in grades 5 through 8 are eligible for this event.

It is the responsibility of:

#### **Local chapter adviser**

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

### **National Eligibility**

Each state may submit the top two entries. Entries may be created by an individual member or by a team, not to exceed three members. Participants must be members of an active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by January 31 of the current school year.

### **Procedure**

1. The submission must include all components listed in the guidelines/topic above.