

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2014 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Competitor Name Jennifer Rusling
School Palmyra Area High School
School Address 1125 Park Dr., Palmyra, PA 17078
Home Address 1113 Darlene Avenue, Palmyra, PA 17078
E-mail Address j.lynne.rusling@gmail.com
Cell Phone # 717-926-5847

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

Congratulations ~~on~~ making it to Nationals!
you and your partner(s) are going to have a

The test wonderful time!

format is very similar to states,

so no worries about that. I believe it was a lot harder than states... you got to study for it!

Relax and enjoy the experience ☺

The nationals test contained a lot of the following:

- The 4 p's
- Marketing Mix questions + Strategies
- A few questions on Ethics
- Distribution (channels)
- Business Related Legislation -- FDA, Sherman Anti-Trust Act, etc. (Know the abbreviations... not just the acts)
- Marketing Research
- Promotion
- Market Research
- Primary & Secondary Data

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Mr. Bruce E. Boncal, PA FBLA Executive Director, P.O. Box 5085, Jersey Shore, PA 17740.

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2014 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing (team)
Competitor Name Catherine Lucchi
School Selinsgrove Area High School
School Address 501 N. Broad St. Selinsgrove PA 17870
Home Address 5 Maple St. Shamokin Dam PA 17876
E-mail Address clucchi19@aol.com
Cell Phone # 1-970-415-9970

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

The national test was not much different from the state test. The content was similar and so was the difficulty level - it wasn't too hard. My team got 8th at Nationals and we crammed the night before we left for the trip to Nashville. Use testfrenzy.com, take practice tests and review the online marketing textbook they have. (I think it's called "Contemporary Marketing") Go through by each chapter's vocab - super helpful.

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Know acronyms, functions of FTC, organizations like that, and vocab terms.
congratulations on qualifying and good luck!!!

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2014 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event MARKETING
Competitor Name Maria Lucchi
School Selinsgrove Area High School
School Address 500 North Broad St. Selinsgrove PA 17870
Home Address 5 Maple St. Shamokin Dam, PA 17876
E-mail Address mlucchi15@aol.com
Cell Phone # (570) 898-8137

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

I don't think the test did a great job of representing the entirety of the subject of marketing, but I do believe the test's difficulty level was fair/accurate for the national level of competition.

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2014 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Competitor Name Sara Bortczak
School Peters Township High School
School Address 2651 ~~East~~ East McMurray Rd McMurray, PA 15317
Home Address 74 Lintel Drive McMurray, PA 15319
E-mail Address sarabortczak@gmail.com
Cell Phone # 724-413-0459

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

This year's National test was not much different from the state PA test. The only key point I learned was how to take the Marketing test. Of the 100 questions, the last ten are the most difficult. It is best to start at question 100 so you will have the most time with difficult questions. Also, reviewing previous tests is a great way to prepare. Good Luck! 🍀

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2014 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Competitor Name Isabelle Stasenko
School Peters Township High School
School Address 264 E. McMurray Rd. McMurray PA 15317
Home Address 323 Snowberry Circle Venetia PA 15367
E-mail Address isabelle.stasenko@gmail.com
Cell Phone # 724-986-6817

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

Congrats on making it this far - great job! At Nationals the test doesn't get harder but the competition does! So study extra hard. We felt pretty good leaving the test, but didn't make it on to the final round. The questions we had to guess on were abbreviations for ~~agency~~ agencies and laws passed for free/fair marketing. Also, marketing mix and the 4 P's of marketing were asked like 5 times. The whole National Conference is such an amazing experience - so enjoy every part of it and good luck!

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2014 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Competitor Name Tabitha Fake
School Palmyra Area High School
School Address 1125 Park Dr., Palmyra, PA 17078
Home Address 31 Sandalwood Drive, Palmyra, PA 17078
E-mail Address tabby@afake.com
Cell Phone # 717-503-3114

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

First off, Congrats on making it to Nationals, that's an accomplishment in and of itself. The test for nationals was more difficult than states than before. You have to think outside the box more and think of examples. Be sure to know:

- Distribution methods (channels)
- 4 P's
- e-commerce.
- Marketing Mix
- Business Ethics
- Abbreviation for (FDA, FTC, FCC, etc.)
- Market Research
- Market Segments

*Do as many practice tests as possible!

Good Luck

and represent PA FBLA! *

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2013 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing

Name Binh Nguyen

School Hempfield

School Address 200 Stanley Ave Landisville, PA

Home Address 1625 Crestfield Drive, Landisville, PA

E-mail Address laxnguyen er @ yahoo.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

The test involved questions dealing with not only marketing. There were a few asking about economics, things such as supply and demand. There were questions dealing with business ethics. There are a few laws that you should know. The marketing questions are very similar to the state conference questions, only a bit more in depth.

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PA FBLA--Bruce E. Boncal

From: 엄형석 [beinghappyhs@msn.com]
Sent: Monday, July 30, 2007 8:50 AM
To: PA FBLA--Bruce E. Boncal
Subject: RE: Reminder: Required Paperwork for Reimbursement

Hi Mr. Boncal

As I told you through the phone, I'm unable to send you the form by letter. So I send this e-mail with informations needed for the reimbursement.

What event did you compete at the NLC?: Marketing

Check should be made payable to:

043306855
S and T Bank
602, Salt Street Saltsburg, PA
15681

Marketing

Check should be mailed to:

Hyung-Suk Uhm
The Kiski School
1888 Brett Lane
Saltsburg, PA 15681

Evaluation:

Event: Marketing

Name: Hyung-Suk Uhm

School: The Kiski School

School Address:
1888 Brett Lane
Saltsburg, PA 15681

Home Address:
2-205 Plaza Apt.
Gil-Dong, Gangdong-Gu
Seoul, Korea

E-mail Address: beinghappyhs@msn.com

Evaluation:

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2010 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Name Hayley Price
School Hazleton Area High School
School Address 1601 west 23rd St.
Hazleton, PA 18202
Home Address 82 Mill Mt. Rd
Drums, PA 18222
E-mail Address hayrox@ptd.net

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. Each team member must submit a separate evaluation form with his/her own reflections.)

In my opinion, the national test was much more straight-forward than the ones at Regionals and States. A lot of emphasis was placed on core concepts such as utilities and the "4 P's" of marketing. I also found that there were many questions pertaining to ethics and distribution, areas I wish I would have focused more on. It would also be beneficial to review business-related legislation, such as the Sherman Anti-Trust Act, Pure Food+Drug Act, etc., etc. Overall it was very centered on basic principles.

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2010 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Name Ben Bauchwitz
School Hershey High School
School Address 550 Homestead Road Box 898
Hershey PA, 17033
Home Address 324 Cardlawek Lane Hershey PA, 17033
E-mail Address bbauchwitz@gmail.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. Each team member must submit a separate evaluation form with his/her own reflections.)

I thought the test was very quick and not really that complex or in depth. There was much less emphasis on ethics and laws/bills and also less acronym stuff.

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The test dealt with general concepts such as 4 p's of marketing, types of distributional channels, and business ethics. I was surprised to find a few ethics questions, for example, the purpose of the code of ethics. One should familiarize oneself with the concepts of retail and wholesale, types of industrial buyers, and governmental role in marketing. One question dealt with Lanham Act, which restricted false advertisement. It also asked who should be compensated for the false advertisement, to which the answer was the government. Concrete knowledge of 4 p's is fundamental for the test. Although the test does not get into details in general, few questions ask the examinee to possess some detailed knowledge, such as the distributional channel often favored by Dell Computer.

2GB 무료 용량, 강력해진 보안, 아웃룩의 편리함까지, Windows Live Hotmail! [만나보세요!](#)

marketing

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2007 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing

Name Samantha Kantner

School Montgomery Area High School

School Address 120 Penn Street

Montgomery PA 17752

Home Address 831 Middle Rd.

Montgomery, PA 17752

E-mail Address Shopaholic3907@yahoo.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary.)

The national test was quite difficult. There were more technical questions than I was prepared for. One specifically was how ad banners on websites are measured. There were also a lot of questions on the "Four P's" of marketing, which were very appropriate. The computer format of the test was nice in comparison to the scantron at the state level. The computer setup was less time-consuming.

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2006 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing

Name Daniel Marjoncu

School Hazleton Area High School / Career Center

School Address 1451 West 23rd Street
Hazleton, PA 18202

Home Address 16 St. Ann's Dr.
Hazleton, PA 18202-9640

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary.)

Study anything you can get. Reading any marketing textbooks entirely and thoroughly will put you in good shape.

topics:

- 1) government regulation of advertising
- 2) channels of distribution - focusing on the channels different kinds of manufacturers/businesses use (e.g. - what Dell uses)

- 3) ethics - Know the different kinds based on degrees of moral and ethical grading/influence

4) marketing research - Know the different stages (There were about 2 questions just focusing on defining the problem)

- 5) lots of promotion
- 6) marketing mix & marketing strategies

--- Generally the test centered on various elements under the 4 P's of marketing & on ethics.

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2006 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing

Name Hazleton Area High School / Career Center

School Michelle Hovanetz

School Address 1451 West 23rd Street

Hazleton, PA 18202

Home Address 714 North Vine Street

Hazleton, PA 18201

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary.)

- lots on the marketing mix
- channels of distribution
 - preferred channels for different businesses
- business ethics (know the specific types)
- distinguish between different utilities
- level of customer involvement in buying decisions
- primary + secondary data and examples of both
- types of market research + general info about it
- 4 P's (product, place, price, promotion)
- FCC, FTC, Dept. of commerce, Interstate Commerce Commission
- Globalization, Customization
- intermediary
- market segmentation

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

**2008 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION**

Event Marketing

Name Kayli Boggs

School Neshannock High School

School Address ~~1133 Blue Sky Drive~~ 3834 Mitchell Rd.
New Castle, PA 16105

Home Address 1133 Blue Sky Drive
New Castle, PA 16105

E-mail Address kboggs31@comcast.net

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary.)

I found this test easier than the state test. The marketing mix, primary/secondary information, and methods favored by specific companies (such as Dell) appeared often on the test.

Sample Questions.

If a country gives foreign aid to another country...

- the giving country's balance of payments increases
- the giving country's balance of payments decreases
- it has only a positive effect
- it has a negative effect.

Macy's is a...

- retail superstore
- department store retailer
- wholesale retailer
- direct retailer

The main organization in charge of supervising advertising is the...

- FBI
- FCC
- FTC
- FDA

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2009 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Name Drake Buddle
School Susquehanna Township
School Address 3500 Elmerton Ave.
Harrisburg Pa. 17109
Home Address 4102 N. 6th St. Harrisburg pa
17110
E-mail Address drakebuddle@yahoo.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary.)

The test was mostly concepts. To do well, be sure you know the definitions and the way marketing is applied. One thing I always did was read a text book like a novel. All three yrs. I was in FBLA that got me to the S.L.C. Another word of advise is don't get cockey. If you do, you will not think straight.

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2011 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Name Zhikeng Qin
School Parkland High School
School Address 2700 N. Cedar Crest Blvd.
Allentown, PA 18104
Home Address 135 Springwood Drive
Allentown, PA 18104
E-mail Address qinmyz@gmail.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. Each team member must submit a separate evaluation form with his/her own reflections.)

Overall, the multiple choice section of the test wasn't too difficult. It didn't really focus on laws but know what the Sherman Antitrust act was. Also, know the difference between marketing and production oriented companies. Make sure that you're well versed in the four P's. Sometimes they replace place with distribution, so be aware of that.

As for the presentation part, I was expecting a restaurant or product such as a pizza restaurant or a shoe that a company made or something along those lines. Instead they had us plan a charity event for a large retail chain. That was pretty unexpected so if you become one of the finalists, expect the unexpected and be prepared for anything.

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2011 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Name Thomas Strock
School Southern Lehigh High School
School Address 5800 Main St
Center Valley, PA 18834
Home Address 5256 Rosewood Dr.
Center Valley, PA 18834
E-mail Address thomasstrock5@gmail.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. Each team member must submit a separate evaluation form with his/her own reflections.)

- TEST**
- While my regional and state tests had 4-5 questions about legislation, you only need to know the Sherman Antitrust Act and the pure food and drug act for nationals
 - There will be many questions which are fill in the blank. Apparently, whoever made the test didn't read the answer in the sentence because the correct answer doesn't always make grammatical sense.

PRESENTATION:

- Judges like fancy vocab.
- Be a good public speaker.
- Be able to come up with a basic marketing plan for products, services, and events.
- Be able to come up with catchy slogans.

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2013 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Name Andrew Roda
School Hempfield High School
School Address 200 Stanley Avenue
Landisville, PA 17538
Home Address 725 Steeplechase Road
Landisville, PA 17538
E-mail Address RodaBoy2003@aol.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

Overall, I found the national online marketing test was very similar to the ones I took in states and districts. The information regarding marketing and economics basics was reminiscent of the other tests. The difficulty level was also similar.

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PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2013 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing
Name Grace Brandstetter
School Peters Township High School
School Address 204 East McMurray Rd
McMurray, PA
Home Address 71 Lintel Drive 15317
McMurray, PA 15317
E-mail Address gibstetter@gmail.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

Congratulations on making it to Nationals! My team started studying weeks in advance, when you think that you've covered everything there is to cover - take practice tests! They really show you what you do/don't know. The national test was most definitely more difficult based on how much us three argued over answers. It touched on specifics in sales and shipping a lot, business etiquette, market research, acronyms and e-commerce. (Very similar questions to the regional test - generally). My team made the top 10. My advice for preparing for the case study is to know the rubric well and practice. Assign roles and a structure that will work for any case study. The judges threw us all a curve ball by giving us a case study on shipping/distribution of T-shirts and all the vintage competitors struggled,

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the competition will be harder!

*Best of luck to you!
Prepare! Have fun!*

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2013 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing

Name Paige Hannah

School Peters Township High School

School Address 264 East McMurray Road

McMurray, PA 15317

Home Address 102 Linksvie Dr.

McMurray, PA 15317

E-mail Address paigehannah321@yahoo.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

First of all, congrats on making it to nationals! That's a huge accomplishment in + of itself! This year, my team and I placed first at states and came in 6th at Nationals. As far as the multiple choice test went, we found it to be much more difficult than the state test, so make sure that you study again - don't just assume you'll make top 15. Additionally, make sure you do some practice case studies - the one they provide as an example, and find more online. (Also, go to testfrenzy.com for practice MC tests). ~~Every~~ Every year the test changes greatly, so it's difficult to suggest specifics, but overall here's what you should make sure that you know:

- | | | |
|--|--|--|
| - target market | - marketing concept | - business ethics
(descriptive, normative, existential, relative) |
| - 4 P's | - marketing mix | - immoral vs. amoral management |
| - price skimming vs. price penetration | - product line vs. depth vs. width vs. length | - different types of promotion |
| * - e-commerce
we weren't prepared for this | - 3 functions of managing
(planning, controlling, organizing) | - product life cycle |

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→ (flip)

For the case study, be comfortable with your group's skeletal outline — go in with a plan that can be adapted to many situations. (I would recommend trying to use as many buzz words as possible (such as ~~SWOT~~^{SWOT} analysis, price skimming, and direct distribution) and try and make your ~~sketch~~ outline include some components of a marketing plan — a sure-fire way to impress the judges & include good information. Above all, be confident, best of luck, and make PA proud! 😊

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2013 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing

Name Bryan Hall

School Peters Twp. High School

School Address 204 East McMurray Rd.

McMurray, PA 15317

Home Address 111 Castlebrook Dr.

Veretia, PA 15367

E-mail Address edchall@comcast.net

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. **Each team member** must submit a separate evaluation form with his/her own reflections.)

First off, the national test was much more difficult than the PA test. It is critical that you know the small details such as the nature of e-commerce business. In addition, you will need to identify minute details between similar subjects such as the sales process and the selling process. The test will also ask you about factual/statistical information such as, "at what age are Americans prohibited from age discrimination?" → the answer is age 40 and over. Also, the test asks many questions about marketing as it relates to the internet such as how the cost of ~~web sites~~ advertising on web sites is calculated → the answer is in pixels. Our performance overall

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dealt with how to decrease distribution time to customers while keep inventory low.

This was especially difficult because greater production (which can result in decreased distribution time) also results in more product kept in inventory. I suggest practicing as many "curve ball" case studies as possible. Good luck.

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2012 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing

Name Derek Fake

School Palmyra

School Address 1125 Park Dr. Palmyra, PA 17078

Home Address 31 Sandalwood Dr. Palmyra, PA 17078

E-mail Address dfake@afake.com

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. Each team member must submit a separate evaluation form with his/her own reflections.)

- Marketing Utilities (Time, Form...)
- Marketing Research
 - o Sampling kinds so on
- Ecommerce
 - o internet origin
- Direct and Indirect forms of marketing
- Customer service skills (change making)
- Market Differentiating
- Market Segmentation
- ~~Market Segmentation~~ know what a Population

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- Different marketing strategies

- Brands and Trademarks



- Open Ended Questions and its benefits

✓

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2010 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event ~~Sarah Clark 10@comcast.net~~ *Marketing

Name Sarah Clark

School Spring Grove

School Address

Home Address 1765 Country Manor Drive

York, PA 17408

E-mail Address sarahclark10@comcast.net

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary. This will be shared with next year's NLC qualifier. Each team member must submit a separate evaluation form with his/her own reflections.)

One of the main aspects of marketing that the national test focuses on is the 4 P's of marketing. You must know these very well to do well on the test.

Other things to study:

- Utilities (ex. time utility & place utility)
- Legislation (Robinson-Patman, Sherman Antitrust)
- International marketing
- e-commerce
- marketing ethics
- middlemen in channels of distribution
- Types of advertising & promotion

- Be able to differentiate between types of advertising as far as which type is most expensive, most, selective, etc... →

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- Marketing Code of Ethics
- FCC & FTC
- Market Segmentation

I would highly suggest taking past national tests as a way to study. They constantly recycle questions from previous tests and even if you never see the questions again, it's great learning. You can find them on testfrenzy.com. Also, it helps to read a textbook or at the very least use it as a guideline for the basics of marketing.

Use all of the time you are allowed, and read each question carefully as the wording may be misleading at first glance.

Congratulations on qualifying, and good luck!

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2009 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing

Name Michael Setzer

School Sayre Area High School

School Address 331 W. Lockhart street

Sayre, PA 18840

Home Address 327 Chemung Street

Sayre, PA 18840

E-mail Address 10msetzer@sayresd.org

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary.)

Overall, the test was very similar to the state test (in terms of difficulty and subject matter). However, one must remember the immense competition of a national event. I would recommend getting some sort of text-book or test review book and reading it thoroughly. Also, even though I had not taken any class or had previous experience with marketing, I assume taking a course in high school would be advantageous.

The questions on this test were very specific and covered a range of topics. Also, there were multiple questions that appeared to have more than one correct answer. Many of the questions asked about specification & terms related to the marketing mix (4 p's) and a few on specific acts (such as the Robinson-Patman act). There were some very tricky ethics questions that seemed to not have

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just one correct answer. I would recommend taking all of your time that you need on the test. I knew the national winner and she was almost the last one finished. Congratulations on qualifying and best of luck at Nationals!

PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA

2007 NATIONAL LEADERSHIP CONFERENCE
EVENT WINNER'S EVALUATION

Event Marketing

Name Lauren Giesey

School Peters Township High School

School Address 264 E. McMurray Road

McMurray, PA 15317

Home Address 221 Marion Drive

McMurray, PA 15317

E-mail Address lgiesey@andrew.cmu.edu

EVALUATION (Please give your reaction to the national test. State any specific information you may remember. Use the back side if necessary.)

This test had quite a variety of questions on it. Some major themes included market research (both primary and secondary), the traditional 4 "P's" of marketing, as well as distribution channels. E-commerce and international business were also touched upon. A few questions were about business ethics, social responsibility, and codes of conduct, so reviewing some study materials for the Business Ethics category might be to one's advantage. Some questions referred to specific constitutional amendments, such as the First, Fourth, and Fifth, as well as specific pieces of legislation (such as the Lanham act) and governmental organizations (e.g. the Food and Drug Administration). Review all of this strictly factual information →

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because you will not be able to deduce the answer from context clues or logical thinking if you have no prior knowledge of the aforementioned amendments, acts, and organizations.

Be wary of questions that have two or more seemingly plausible answers.

Example:

Some businesses choose not to enter international markets because:

- it is too expensive
- they perceive it as complicated and difficult

Both answer choices are justifiable. Pay attention to question wording. If you feel like the answer choices to a question are too arbitrary, consider submitting a written statement explaining why you feel the clarity, wording, etc of the question ~~is~~ ^{is} of an unacceptable standard. However, put the answer you think is most correct because you do not lose points for answering a question wrong. You just don't have the opportunity to gain the point.

Don't rush yourself, but be conscious of the time. The ~~time~~ amount of time ~~you~~ in which you take the test could work to your advantage or disadvantage. There are no calculations on the test, so you do not have to worry about spending time on checking ~~mathematical~~ for mathematical errors.