

2026-2027 Competitive Events Guidelines

Advertising

Advertising challenges members to demonstrate their understanding of advertising principles and strategies through an objective test. This event explores topics such as media planning, branding, consumer behavior, and promotional techniques used to effectively reach target audiences.



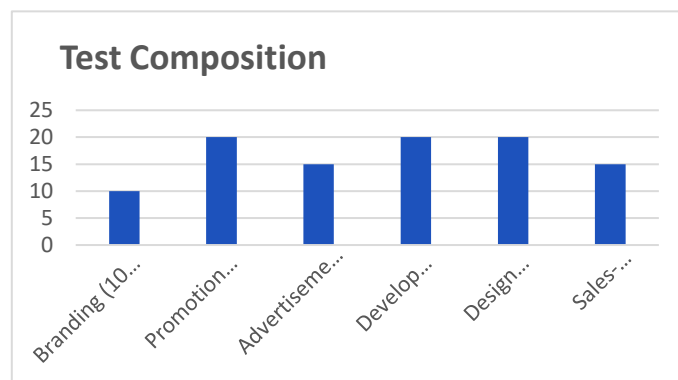
Event Overview	
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions
Event Information:	
National Leadership Conference: Timing Structure: Test Duration: 50 Minutes Important Notes: • Internet Access: Provided for testing time only. • Event Schedule Notes: ○ Some events may begin before the Opening Session. ○ All schedules are posted in local time for the NLC host city. ○ Schedule changes are not permitted.	State/Region: Review Region and State Sections further on in this document.

*** Event specifics are continued below. Review the document in its entirety.

Knowledge Areas

- Branding
- Promotion
- Advertisement
- Develop Marketing Content
- Design Principles
- Sales-Promotion Activities

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



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Region

Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters in FBLA Connect, the FBLA membership system. An active chapter is defined as having members “pending or paid” at the time of the RLC registration deadline submitted by the region adviser to the Executive Director and published on the PA FBLA website.

In order to be registered for this event, student data is imported into Blue Panda, the event registration and competitive events management system, from FBLA Connect. Students are imported and able to be registered only if identified as having “pending or paid” membership. “Paid” membership is defined as a dues payment for the student received by National FBLA; “pending” membership is defined as membership for which payment is due to National FBLA 60 days from the date the student appears on the membership invoice.

Members may compete in an event more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event at RLC, SLC, or NLC.

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 Blue Panda by the published deadline.

Region Procedure

1. A 50-minute objective test will be administered based on the previously listed competencies. All participants in this event must complete the test in the assigned timeframe.
2. **The participant must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. Points will be deducted for not complying with the dress code UNLESS it is an egregious violation.**
3. Participants must furnish their own writing utensil if desired.
4. At the Region Leadership Conference, the participant will be provided with a non-graphing calculator in the online testing program. Participants may not use their own calculators. No scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

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.

Region Awards

Each region at a **minimum** must distribute a certificate to the top five place finishers in each event.

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State

State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters on record in FBLA Connect as having dues listed as “pending or paid.” Since a participant’s “pending or paid” membership was required at the time of region conference registration, only students who are “pending or paid” appear in Blue Panda to be registered for and assigned competitive events at the State Leadership Conference.

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 student who 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 <https://www.pafbla.org/about-pafbla/important-dates/>, which is posted on the PA FBLA web site.

State Procedure

1. A 50-minute objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed on the SLC schedule.
2. Competitors must bring a fully charged laptop or tablet for online testing.
3. **The participant must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/> Points will be deducted for not complying with the dress code UNLESS it is an egregious violation.**
4. Participants must furnish their own writing utensils if desired.
5. At the State Leadership Conference, the participant will be provided with a non-graphing calculator in the online testing program. Participants may not use their own calculators. No scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

State 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.

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 winners at the State Leadership Conference are eligible to attend the National Leadership Conference.

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If the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

local chapter adviser

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

PA FBLA Executive Director/State Chairman

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

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - o One individual or team event, and
 - o One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.

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- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

- **Test Duration:** 50 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

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Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in [CONNECT](#). These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Study Guide: Knowledge Areas and Objectives

*This study guide outlines the skills and knowledge assessed for this event. Objectives followed by a two-letter, three-digit code in parentheses are aligned to the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives reference MBA Research's Learning Activity Packages (LAPs), which are instructional resources with readings, activities, and assessments available **exclusively to teacher advisers**. For more information, visit MBAResearch.org/FBLA.*

Important Notice Regarding Test Preparation

*MBA Research materials are **not required** to study for or prepare for FBLA competitive event tests. MBA Research provides curriculum and instructional resources directly to teachers and does not administer or manage individual student testing or competition participation.*

Note for members and parents: *All questions related to tests, study materials, scores, or competition guidelines should be directed to the local FBLA adviser. Only teacher advisers should contact MBA Research directly.*

Branding (10 test items)

1. Explain the nature of corporate branding (PM:206, LAP-PM-206) (SP)
2. Describe factors used by businesses to position corporate brands (PM:207) (SP)
3. Describe factors used by marketers to position products/services (PM:042, LAP-PM-042) (SP)
4. Explain the nature of product/service branding (PM:021, LAP-PM-021) (SP)

Promotion (20 test items)

1. Explain the role of promotion as a marketing function (PR:001, LAP-PR-901) (CS)
2. Explain the types of promotion (i.e., institutional, product) (PR:002, LAP-PR-902) (CS)
3. Identify the elements of the promotional mix (PR:003, LAP-PR-903) (SP)
4. Describe the use of business ethics in promotion (PR:099, LAP-PR-099) (SP)
5. Describe the use of technology in the promotion function (PR:100) (SP)
6. Describe the regulation of promotion (PR:101) (SP)
7. Explain the nature of a promotional plan (PR:073) (SP)

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8. Coordinate activities in the promotional mix (PR:076) (SP)

Advertisement (15 test items)

1. Explain types of advertising media (PR:007, LAP-PR-007) (SP)
2. Explain the components of advertisements (PR:014) (SP)
3. Explain the importance of coordinating elements in advertisements (PR:251) (SP)
4. Determine advertising reach of media (PR:225) (SP)
5. Read media schedule (PR:348) (SP)
6. Calculate media costs (PR:009) (SP)

Develop Marketing Content (20 test items)

1. Identify effective advertising headlines (PR:330) (SP)
2. Explain the use of storytelling in marketing (PR:388) (SP)
3. Describe the nature of copy strategies (PR:126) (SP)
4. Write copy for advertisements (PR:368) (SP)
5. Write email marketing copy (PR:362) (SP)
6. Write content for use in social media (PR:371) (SP)
7. Maintain a consistent brand voice in social content (PR:389) (SP)
8. Repurpose content for use in multiple platforms (PR:373) (SP)

Design Principles (20 test items)

1. Describe the use of color in advertisements (PR:123) (SP)
2. Describe the elements of design (PR:222) (SP)
3. Explain the use of illustrations in advertisements (PR:322) (SP)
4. Discuss the nature of typography (PR:295) (SP)
5. Explain type styles used in advertisements (PR:326) (SP)
6. Describe effective advertising layouts (PR:275) (SP)
7. Identify types of drawing media (PR:334) (SP)
8. Explain the impact of color harmonies on composition (PR:314) (SP)
9. Describe digital color concepts (PR:274) (SP)

Sales-Promotion Activities (15 test items)

1. Explain the nature of direct marketing channels (PR:089) (SP)
2. Identify communications channels used in sales promotion (PR:249) (SP)
3. Create promotional signage (PR:391) (SP)
4. Collaborate in the design of slogans/taglines (PR:266) (SP)
5. Collaborate in the design of collateral materials to promote frequency/loyalty marketing program (PR:233) (SP)
6. Participate in the design of collateral materials to promote special events (PR:234) (SP)
7. Set up cross-promotions (PR:235) (SP)

References

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American Marketing Association. *Marketing vs. advertising.* <https://www.ama.org/marketing-vs->

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