

Advertising



FBLA High School Competitive Events Guidelines

2022–2023

Objective Test Events

Overview

These events consist of a 60-minute test administered during the National Leadership Conference (NLC).

ELIGIBILITY

Each state may submit four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year. These events are for individual competitors only.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

Accounting I
Accounting II
Advertising
Agribusiness
Business Calculations
Business Communication
Business Law
Computer Problem Solving
Cyber Security
Economics
Health Care Administration
Human Resource Management
Insurance & Risk Management
Introduction to Business Communication
Introduction to Business Concepts
Introduction to Business Procedures
Introduction to FBLA
Introduction to Financial Math
Introduction to Information Technology
Introduction to Marketing Concepts – **NEW**
Introduction to Parliamentary Procedure
Journalism
Networking Infrastructures
Organizational Leadership
Personal Finance
Political Science
Securities & Investments
Supply Chain Management
UX Design

Advertising

Objective Test Competencies

- Personal selling & sales promotion
- Traditional & alternative advertising media
- Consumer behavior
- Basic marketing functions
- Branding & positioning
- Economy
- Advertising plan
- Legal & ethical issues
- Diversity & multicultural market
- Public relations
- Creation of advertisement
- Consumer-oriented advertising
- Financial planning
- Communication
- Consumer purchase classifications
- Target market
- Market segmentation
- Product development
- Product life cycle
- Price planning
- Channels of distribution
- Marketing research
- Effective advertising & promotional messages
- Budget
- Financing advertising campaigns
- Demographics
- History & influences
- Advertising industry & careers
- Supply chain management
- Distribution logistics
- Internet
- Self-regulation
- Careers

- Advertising workplace
- Leadership, career development, & team building
- Risk management

Objective Test Guidelines

- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators will be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

FBLA Advertising Study Guide

Competency A: Basic Marketing Functions	Minimum: 4
Tasks	
Explain the marketing concept and describe the benefits of marketing.	
Explain the functions in marketing goods and services.	
Identify the elements of the marketing mix (product, price, place, and promotion).	
Describe the process for new product and service development.	
Explain the rationale for extending product line.	
Explain the functions of packaging.	
Describe the importance of branding, packaging, and labeling.	
Describe factors (features, benefits, price, quality, competition, brand loyalty) used by marketers to position products and services.	
Identify and explain factors that influence a product's price (cost, quality, competition, brand loyalty).	
Demonstrate knowledge of basic advertising terms.	
Competency B: Personal Selling and Sales Promotion	Minimum: 4
Tasks	
Explain the steps involves in the sales process (generate leads, approach customers, determine customer needs, present the product, overcome objections, close the sale, follow up).	
Describe reasons why sales promotion is needed (influence consumer decisions, encourage trial of new products, strengthen brand loyalty, influence consumer behavior)	
Competency C: Traditional Advertising Media	Minimum: 4
Tasks	
Describe traditional types of advertising media (television, radio, print, direct mail, flyers and brochures, outdoor).	
Identify advertising media selection criteria (reach, frequency, lead time, cost).	
Competency D: Alternative Forms of Advertising Media	Minimum: 4
Tasks	
Recognize alternative forms of advertising media outlets (transit, aerial, cinema, product placement, directory).	
Describe the latest advertising media trends (video advertising, mobile advertising).	
Competency E: Branding and Positioning	Minimum: 4
Tasks	
Explain why branding is important to the success of a business.	
Describe product positioning strategies.	
Competency F: Advertising and the Economy	Minimum: 4
Tasks	
Identify economic factors that affect advertising.	
Describe how advertising stimulates the economy.	

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Competency G: Promotion	Minimum: 3
Tasks	
Define promotional mix and explain its importance.	
Identify the steps in developing the promotional plan.	
Competency H: Advertising and Public Relations	Minimum: 3
Tasks	
Discuss the advantages and disadvantages of advertising.	
Explain the need for public relations.	
Competency I: The Advertising Plan	Minimum: 4
Tasks	
Identify the steps in creating an advertising plan (perform a SWOT analysis, set advertising objectives, determine the budget, develop the creative strategy, execute the plan, evaluate the plan).	
Recognize the various types of analyses that should be performed when creating an advertising plan.	
Competency J: Creation of the Advertisement	Minimum: 3
Tasks	
Describe different advertising creative formats.	
Identify processes involved in the copywriting, art, and production stages of advertising.	
Describe various methods used to evaluate advertising effectiveness.	
Identify simple approaches to use in determining advertising effectiveness.	
Competency K: Consumer-Oriented Advertising	Minimum: 3
Tasks	
Define consumer-oriented advertising and explain how it is used.	
Describe how sponsorships can be used to make a connection with consumers.	
Competency L: Financial Planning for Advertising	Minimum: 5
Tasks	
Explain strategies used for setting the advertising budget (percentage of sales, competition matching market share, objective and task, response model).	
Describe the financial reports a business can use for planning and operating the company.	
Describe factors that affect the advertising budget.	
Determine whether advertising spending generates brand awareness	
Identify the cost for different forms of advertising.	
Explain the purpose of an advertising budget.	
Explain rate of return on advertising investment.	

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Competency M: Consumer Behavior	Minimum: 3
Tasks	
Recognize the importance of understanding the customer's wants and needs	
Identify the five-step consumer decision-making process.	
Competency N: Consumer Purchase Classifications	Minimum: 4
Tasks	
Distinguish between types of consumer purchases and recognize the level of consumer involvement in buying decisions.	
Describe different types of consumer products.	
Competency O: Influences on Consumer Behavior	Minimum: 2
Tasks	
Discuss consumer buying motives.	
Describe individual, social, and marketing influences on consumer behavior.	
Competency P: The Target Market	Minimum: 2
Tasks	
Define target market and advertising strategies to reach different targets.	
Explain the process for selecting target markets.	
Competency Q: Market Segmentation	Minimum: 4
Tasks	
Differentiate between market segmentation and mass marketing.	
Describe market segmentation categories.	
Define demographics.	
Explain how demographics influence advertising campaigns.	
Differentiate between buying habits and buying preferences.	
Explain how to select market segments that have market potential.	
Competency R: Product Development	Minimum: 2
Tasks	
Identify the stages of new product development.	
Explain the various levels of products and components that make up the product mix.	
Competency S: Product Life Cycle	Minimum: 2
Tasks	
Explain the stages of the product life cycle.	
Describe real-world applications of the product life cycle.	
Competency T: Price Planning	Minimum: 2
Tasks	
Discuss pricing objectives used by businesses when setting prices.	
Compare and contrast pricing strategies (price skimming, penetration pricing, competition pricing, supply and demand pricing).	

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Competency U: Channels of Distribution/Supply Chain Management	Minimum: 4
Tasks	
Explain the functions of the channel of distribution and channel members (producers, retailers, wholesalers, transportation companies, warehouses, agents and brokers, consumers).	
Identify various distribution channel options (direct, indirect, multiple, nontraditional).	
Describe the processes involved in supply chain management (purchasing, processing orders, warehousing and shipping, managing supply chain risks).	
Identify factors that can influence supply chain decisions (international markets, outsourcing, digital distribution, eco-friendly practices).	
Define logistics and explain its role in distribution	
Explain the importance of product storage, handling, and packaging in the distribution process.	
Competency V: Types of Promotion	Minimum: 2
Tasks	
Describe types of promotion (endorsements, word-of-mouth promotion, direct marketing,).	
Explain the purpose and components of visual merchandising.	
Competency W: Marketing Research for Advertising	Minimum: 2
Tasks	
Explain the marketing research process (identify/define the problem, develop the research design, determine the method for collecting data, collect the data, analyze the data, report/present the data).	
Describe the benefits and limitations of marketing research.	
Define primary and secondary market research.	
Competency X: Developing an Effective Sales Promotion Strategy	Minimum: 2
Tasks	
Identify consumer sales promotions (coupons, price deals, rebates, premiums, loyalty marketing program sampling, contests, sweepstakes, point-of-purchase displays).	
Identify trade sales promotions (push money, deal loader, trade allowance).	
Competency Y: Consumer-Oriented Advertising and Sales Promotion	Minimum: 2
Tasks	
Explain the components of the communication process (sender, encoding the message, communication channel, receiver, decoding the message, noise, feedback).	
Explain the purposes of advertising and promotional communication.	
Explain the purpose of consumer-oriented sales promotions.	
Describe how direct marketing is used to reach consumers.	
Competency Z: Types of Communication	Minimum: 2
Tasks	
Explain why interpersonal communication is an important part of advertising and promotion.	
Describe other types of communication used by businesses.	

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Competency ZA: Effective Advertising and Promotional Messages	Minimum: 2
Tasks	
Explain the four C's (comprehension, connection, credibility, contagiousness) of communication.	
Describe how to create effective advertising messages	
Competency ZB: Legal and Ethical Issues Affecting Advertising	Minimum: 2
Tasks	
Explain the need for government regulation of advertising and the role of the Federal Trade Commission.	
Describe the purpose of other government regulatory agencies.	
Competency ZC: Ethics in Advertising	Minimum: 2
Tasks	
Identify the ethical aspects of advertising.	
Explain how the FTC assures truth in advertising.	
Competency ZD: Advertising in a Multicultural Market (Global Vision)	Minimum: 5
Tasks	
Recognize factors that have an impact on global marketing.	
Describe global marketing challenges facing marketers.	
Competency ZE: Diversity and Advertising	Minimum: 2
Tasks	
Describe the impact of diversity on advertising.	
Identify characteristics of growing ethnic markets.	
Explain advertising needs for different parts of the world.	
Explain the impact of multiculturalism and multi-generation on advertising activities.	
Competency ZF: History of Advertising	Minimum: 1
Tasks	
Explain how advertising has changed to meet the needs of changing times.	
Describe inventions that have impacted advertising.	
Competency ZG: Influences on Advertising	Minimum: 1
Tasks	
Describe environmental influences on advertising.	
Describe consumer influences on advertising.	
Competency ZH: The Advertising Industry and Careers	Minimum: 2
Tasks	
Explain how the advertising industry works.	
Describe careers in the advertising industry.	
Determine characteristics necessary for a successful career in advertising.	
Identify the skill set needed for a successful advertising career.	

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Competency ZI: The Internet and Advertising	Minimum: 1
Tasks	
Describe various types of internet advertising (e-mail, banner and pop-up advertising, search engine advertising, website advertising, blogs, social media advertising, Twitter).	
Explain what factors businesses should consider when using internet advertising (hits, page views, visits, unique visitors).	
Competency ZJ: Self-Regulation	Minimum: 1
Tasks	
Explain the concept of self-regulation and identify how it is applied in the advertising industry.	
Recognize how consumers can regulate business practices.	
Competency ZK: Cross-Cultural Communication	Minimum: 1
Tasks	
Recognize how verbal and nonverbal communication differ in other cultures.	
Explain the importance of the translation process in global marketing.	

ADVERTISING SAMPLE QUESTIONS

- 1) Good salespeople will often view objections from customers as an opportunity to
 - A) supply more information.
 - B) demonstrate the product.
 - C) restate the value of the product.
 - D) suggest related products to enhance the value of the product to be purchased.

- 2) Which of the following activities will **not** help improve sales performance?
 - A) allowing salespeople to work without monitoring
 - B) informing sales staff about new merchandise
 - C) having sales staff meetings
 - D) setting sales goals

- 3) The number of times a person is exposed to an advertisement is called
 - A) span.
 - B) reach.
 - C) gross impression.
 - D) frequency.

- 4) The value that a company realizes from having a product with a recognizable name is called
 - A) brand awareness.
 - B) brand image.
 - C) generic brand.
 - D) brand equity.

- 5) All of the following are elements of the promotional mix **except**
 - A) advertising.
 - B) personal selling.
 - C) public relations.
 - D) budget.

- 6) When it comes to advertising, businesses are highly interested in the amount earned from the action. This is referred to as
 - A) cost per click.
 - B) return on investment (ROI).
 - C) net profit.
 - D) net profit.

- 7) Often, the main purpose of an advertising campaign is to
- A) influence consumers' behavior.
 - B) create favorable publicity.
 - C) dominate the competition.
 - D) establish brand awareness.
- 8) Purchasing a home for most consumers involves
- A) extensive decision making.
 - B) routine decision making.
 - C) limited decision making.
 - D) impulse buying.
- 9) A strategy used to plan, execute, and monitor all promotional messages about a product to ensure consistency among all those messages is called
- A) consistent messaging.
 - B) integrated marketing communication.
 - C) message monitoring.
 - D) communication consistency.
- 10) All of the following are potential ways to maximize profits **except**
- A) building strong customer relationships
 - B) maximizing sales by selling products below profit
 - C) using prestige pricing
 - D) providing excellent customer service
- 11) When a spokesperson endorses a product in an advertisement, it is known as
- A) a slice-of-life advertising.
 - B) a testimonial.
 - C) lifestyle advertising.
 - D) image advertising.
- 12) The process of collecting data for the first time to use in solving a specific problem is:
- A) focus group research
 - B) survey research
 - C) secondary market research
 - D) primary market research

- 13) _____ means understanding the communication.
- A) Connection
 - B) Comprehension
 - C) Contagiousness
 - D) Credibility
- 14) Who was responsible for spurring the growth of outdoor advertising?
- A) John Hardy
 - B) Paul Harvey
 - C) Ben Franklin
 - D) P.T. Barnum
- 15) Consumer _____ influences advertising.
- A) all answers are correct
 - B) purchasing power
 - C) personal preferences
 - D) group influence

- 1) A
- 2) A
- 3) D
- 4) D
- 5) D
- 6) B
- 7) A
- 8) A
- 9) B
- 10) B
- 11) B
- 12) D
- 13) B
- 14) D
- 15) A

General Competitive Events Guidelines

The general event guidelines below are applicable to all FBLA High School national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

All members and advisers are responsible for reading and following competitive event guidelines.

Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Each state may submit four entries in all events.
- Each competitor can only compete in one individual/team event and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start in the morning before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Picture identification (drivers' license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

General Competitive Events Guidelines

Repeat Competitors

- **Members** may compete in an event at NLC 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. This eliminates the exceptions for team events that were previously in place, as this change will now affect all events.
- **Modified Events:** A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.
- **Chapter Events:** Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous National Leadership Conference (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).
- **Pilot Event:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed to determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie.
- **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Reports/Projects and Performances:** The report/project scores will be used to break a tie.
- **Performances:** Judges must break ties and all judges' decisions are final.

General Competitive Events Guidelines

National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged components (reports and projects) must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged projects and reports must be submitted electronically.
- All production tests must be submitted by 11:59 p.m. Eastern Time on the third Tuesday in May.
- All production tests must be uploaded online on the required platform.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

National Awards

- 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-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who [submit an accommodation form](#).
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.