

2023-24 Competitive Events Guidelines

Marketing Mix Challenge



Marketing Mix Challenge provides members with the opportunity to present the marketing strategy of a new, realistic product or service. This competitive event consists of a presentation component.

Event Overview

Division: Middle School

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by FBLA: Table

State

Competitors will have a 1-minute set-up time. Check the Call to Conference for any other specific competitive events information and deadlines.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

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Recognition

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

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Not provided
 - Competitors will create a marketing mix strategy for a new product or service. The product or service must be realistic and, to your knowledge, not currently exist.
 - The presentation must include the following, using the five Ps of Marketing:
 - **Product:** Name of your product or service. Give a description of what it is, what it does, and how it is packaged.
 - **Price:** How much will your product cost? Why are you pricing it the way you are?
 - **Place:** Where are you geographically going to sell your product? What type of stores/businesses will sell or provide it?
 - **Promotion:** What advertising methods will you use to reach your target market? Where will you advertise? Will you offer any discounts, coupons, BOGOs, etc.? What are they?
 - **People:** Who is your target market? Include all components of demographics, psychographics, and geographics.
 - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
 - Competitors/teams are randomly assigned to sections.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following into the technology presentation as long as it fits on a small table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.

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- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation Information
 - The above presentation guidelines will be in effect for the final presentation.
 - An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

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Marketing Mix Challenge Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Product: description of original product or service	<i>The product/service is not described</i>	<i>The product/service is partially described</i>	<i>The product/service is mostly described</i>	<i>The product/service is fully described</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Price: description of selling price and pricing strategy	<i>Pricing is not described</i>	<i>Selling price OR pricing strategy is described</i>	<i>Selling price AND pricing strategy are mostly described</i>	<i>Selling price AND pricing strategy are fully described</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Place: description of where product or service will be sold	<i>Place is not described</i>	<i>Place is partially described</i>	<i>Place is mostly described</i>	<i>Place is fully described with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Promotion: description of advertising methods	<i>Promotion is not described</i>	<i>Promotion is partially described</i>	<i>Promotion is mostly described</i>	<i>Promotion is fully described with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
People: description of target market	<i>Target market is not described</i>	<i>Target market is partially described</i>	<i>Target market is mostly described</i>	<i>Target market is fully described with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates knowledge and understanding of marketing concepts	<i>No additional marketing concepts were demonstrated</i>	<i>Minimal knowledge and understanding of marketing concepts demonstrated</i>	<i>Marketing concepts were evident throughout the presentation</i>	<i>Marketing concepts were fully explained with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					