

2026–2027 Competitive Events Guidelines

Marketing & Sales Case Competition



Marketing & Sales Case Competition challenges members to analyze a real-world case involving key marketing and sales strategies. Members present their findings and recommendations to a panel of judges, demonstrating knowledge in areas such as customer service, social media, campaign development, market analysis, and sales techniques.



Event Overview

Division	Collegiate
Event Type	Team of 1, 2, 3, or 4 members
Event Category	Case Competition
Event Elements	Presentation with a Topic

Event Information:

National Leadership Conference:

Timing Structure:

- **Equipment Set-Up:** 3 minutes
 - No interaction allowed with judges during this time.
- **Presentation:** 10 minutes
 - A one-minute warning will be provided
- **Question & Answer (Q&A):** 5 minutes

Important: Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Important Notes:

- **Internet Access:** Not provided
- **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 Leadership Conference:

Timing Structure:

Presentation:

- **Equipment Set-Up:** 1 minute
 - No interaction allowed with judges during this time.
- **Presentation:** 10 minutes
 - a one-minute warning will be provided
- **Question & Answer (Q&A):** 3 minutes

Important Notes:

- Time allocations are exclusive
- This event does not have a preliminary round at the State Leadership Conference.
- Colorado FBLA follows the NLC model for Event Administration unless noted otherwise.
- Check the SLC Call to Conference for additional information and prejudice deadlines (if applicable).

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

2026-2027 Marketing, Sales, & Communication Case Competition

The case competition and rating sheet can be found starting on page 5. **The business entity should not be contacted for additional information.** This case competition for educational purposes only, offering a real-world scenario to help FBLA Collegiate members develop critical skills. This year's case competition was created in partnership with [CaseBasix](#).



Classrooms to Corporate boardrooms: [CaseBasix](#) fast-tracks student potential into real-world success.

2026–2027 Competitive Events Guidelines

Marketing & Sales Case Competition



National Leadership Conference

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Photo identification • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table

Competitor 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.
- **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:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **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.
- **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. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Presentation Details

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

2026–2027 Competitive Events Guidelines

Marketing & Sales Case Competition



Technology Guidelines

- **Internet Access:** Not provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. 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.

Marketing & Sales Case Competition - Page 3 of 8 – Updated August 2026

© 2026 National Future Business Leaders of America, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.

2026–2027 Competitive Events Guidelines

Marketing & Sales Case Competition



- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

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.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Important FBLA Documents

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

2026–2027 Competitive Events Guidelines

Marketing & Sales Case Competition



2026-2027 Marketing, Sales, & Communication Case Competition

This case is for educational purposes only, offering a real-world scenario to help FBLA Collegiate members develop critical reasoning and casing skills. These skills can be applied to careers like brand marketing, marketing strategy, and sales and revenue management, etc.

The case needs to be solved with independent research using publicly available information and your own business acumen skills. **The business entity should not be contacted for additional information.**

Overview and Background Information

Client: Nike, Inc.

Project: Turning Brand Strength into Sales Conversion

Founded in 1964 as Blue Ribbon Sports by University of Oregon track coach Bill Bowerman and his former runner Phil Knight, and renamed Nike, Inc. in 1971 after the Greek goddess of victory (the year the now-ubiquitous “Swoosh” first appeared), Nike is headquartered near Beaverton, Oregon (NYSE: NKE) and is the largest athletic footwear and apparel company in the world. Its portfolio spans the Nike, Jordan, and Converse brands, sold through wholesale retailers and its own direct channels: Nike-owned stores, Nike.com, and the Nike, SNKRS, and training and running apps. Nike built its reputation on marketing as much as product, from the 1988 “Just Do It” campaign to decades of athlete storytelling anchored by Michael Jordan and the Air Jordan line, and an emotional, performance-driven brand voice that made the Swoosh one of the most recognized logos on earth. In fiscal 2025 (ended May 31, 2025) Nike reported about \$46.3 billion in revenue, down from \$51.4 billion a year earlier, with net income of roughly \$3.2 billion and about 77,800 employees worldwide. Nike Direct, its owned digital and retail business, generated about \$18.8 billion, roughly 42% of Nike Brand revenue, but fell 13% for the year as Nike Brand Digital dropped about 20%. After several years of a digital-first, direct-to-consumer push that pulled the brand back from many wholesale partners and leaned heavily on promotions, leadership under returning CEO Elliott Hill is working to re-anchor Nike in sport and athletes, rebuild wholesale relationships, cut back on discounting, and restore full-price demand. The central marketing-and-sales question is how a brand with unmatched awareness and enormous digital traffic can convert that attention into profitable, full-price sales.

Your Task

You have been engaged by Nike, Inc. as marketing and sales consultants supporting its Global Brand and Marketplace teams.

Nike does not have an awareness problem; it has a conversion problem. In fiscal 2025 revenue fell to about \$46.3 billion, Nike Direct declined 13%, and Nike Brand Digital dropped roughly 20%, as heavy promotions eroded full-price demand and a drift toward lifestyle and fashion blurred the brand’s performance identity.

Leadership has asked your team to determine how Nike can convert its unmatched awareness and digital traffic into profitable, full-price sales, sharpening messaging, reconnecting the brand story to its athletic value proposition, and improving conversion across its digital, retail, and wholesale channels without eroding the premium brand that defines it.

2026–2027 Competitive Events Guidelines

Marketing & Sales Case Competition



Before you begin, take time to understand the sector you will be working in. [Click here to explore what the sneakers industry entails](#) and to build the context you will need to create a credible, brand-and-sales recommendation.

Additional Note: Your strategy should draw on Nike’s publicly available information, including its “Just Do It” heritage, athlete-and-performance marketing, Nike Direct and membership ecosystem, and reported scale, and should reflect the company’s identity of premium, sport-led innovation. Recommendations should improve profitable, full-price conversion, not simply drive traffic or lean on promotions.

Deliverables

Your final presentation should include:

- **Marketing & Communication Strategy Assessment:**
 - Conduct a detailed evaluation of Nike’s current marketing and communication efforts across paid advertising, social media, its apps and website, and athlete and sponsorship marketing. What shifts in messaging, channel focus, and consistency would strengthen trust and conversion?
 - Identify where messaging has drifted from Nike’s performance-and-athlete identity, and recommend how to make the brand’s value proposition clear and distinctive again.
 - Recommend how to reduce reliance on promotions while sustaining demand and protecting premium positioning.
- **Brand Story Resonance & Value Proposition:**
 - Using current marketing and communication trends in the athletic footwear and apparel industry, develop a marketing and communication plan that reconnects Nike’s brand story to the athletes and consumers it serves.
 - Propose messaging that clearly communicates Nike’s value proposition and why the product is worth full price, strengthening credibility and emotional connection.
 - Identify adjustments needed to make the brand story resonate across key segments, such as performance athletes, sneaker culture, and everyday consumers, without diluting the core identity.
- **Sales Strategy & Conversion Optimization:**
 - Based on your assessment of Nike’s marketing and sales processes, identify specific ways to improve conversion from digital traffic and brand affinity into profitable, full-price sales.
 - Recommend actionable strategies for the customer journey, from discovery and consideration to purchase and repeat, across Nike.com, the apps, owned stores, and wholesale partners.
 - Address how membership, data, and follow-up communication can improve retention, repeat purchase, and customer lifetime value.
- **Measurement of Success:**
 - Define the KPIs Nike should track, for example, digital and overall conversion rate, full-price sell-through, average selling price, promotion rate, membership engagement, repeat-purchase rate, and brand-health measures.
 - Explain how leadership would use these metrics to know the strategy is working and where to adjust.

2026–2027 Competitive Events Guidelines

Marketing & Sales Case Competition



Marketing & Sales Case Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Understanding of the Case & Conversion Challenge	Does not demonstrate understanding of Nike’s sales challenge.	Shows limited understanding of conversion, pricing, or brand issues.	Clearly explains Nike’s conversion challenge and business goals.	Demonstrates strong insight into brand, channel, pricing, and sales-performance issues.	
	0 points	1-6 points	7-8 points	9-10 points	
Marketing & Communication Strategy Assessment	No meaningful assessment or recommendations.	Assessment is limited, unclear, or incomplete.	Evaluates current efforts and recommends relevant improvements.	Provides a strong, strategic assessment with clear shifts in messaging, channels, and promotion strategy.	
	0 points	1-7 points	8-13 points	14-15 points	
Brand Story Resonance & Value Proposition	No meaningful brand or value-proposition strategy.	Ideas are generic or weakly connected to Nike’s identity.	Provides clear messaging that reinforces Nike’s athletic identity and full-price value.	Creates a compelling, differentiated brand story that resonates across key customer segments.	
	0 points	1-7 points	8-13 points	14-15 points	
Sales Strategy & Conversion Optimization	No meaningful sales or conversion strategy.	Strategies lack clarity, feasibility, or customer-journey focus.	Provides actionable strategies to improve conversion across channels and the customer journey.	Presents an integrated strategy that strengthens conversion, retention, repeat purchase, and customer value.	
	0 points	1-7 points	8-13 points	14-15 points	
Measurement of Success	No meaningful success measures identified.	Identifies limited or unclear metrics.	Identifies appropriate KPIs and explains how they measure success.	Uses meaningful KPIs to evaluate performance and guide ongoing adjustments.	
	0 points	1-6 points	7-8 points	9-10 points	
Research & Evidence	Sources are not cited.	Sources/References are seldom cited to support statements.	Professionally legitimate sources & resources that support statements are generally present.	Compelling evidence from professionally legitimate sources & resources is given to support statements.	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) seemed prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	

2026-2027 Competitive Events Guidelines

Marketing & Sales Case Competition



	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) ✓ Presentation aligned with the assigned topic ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers - Avoided use of food or live animals			
	0 points	1- 10 points			
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (110 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					