



MARKETING

Contest Time: 8:45 am (*Tentative*)

Category: Team

Entries: Two teams per college

Purpose: To prepare students for the rigors of full-time employment by having them complete a project that simulates expectations of realities in the work force.

Structure of Contest: Each team will present a proposed product or service to a group of interested investors or to the board of directors of their company. Teams will have 20 minutes to present their campaign to the judges and audience.

The selected product for presentation may be any ag related product or service. Groups must design a one year new promotional campaign with a budget of \$3 million dollars. The product can be a national or regional but the campaign must be focused on the United States marketing segment west of the Mississippi River (including Hawaii). The promotion plan could include any of the following as well as new innovative ideas.

- Representatives
- Public Relations
- Brochures
- Radio
- Point-of Purchase Coupons
- Web
- Magazines
- Label
- Direct Mail
- Samples

The Presentation may use a visual computer program

All team members standing in front of the judges must have a speaking part and only speaking team members may answer judges' questions. Teams can be any size with the reminder that room size may limit the amount of space. Props can be used, and are

recommended in the room set up. Food samples, handouts, and packaging may be given to each judge during the presentation (note this is included in your 20 minutes).

Each team will have 3 minutes to set up the room before presenting. At completion of presentation the room must be put back as it was found within two minutes. The judges have 8 minutes to ask questions.

The project outline may include the following aspects of the marketing process.

- Analysis of market
- Industry trends
- Buyer profile and behavior
- Competition's strengths and weakness
- Original research results
- Your product's/firm's strengths and weakness

Business Proposition

- Key planning assumptions
- Measurable and attainable goals
- Target market

Strategies and Action Plan

- Product attributes: size, quality, service, etc.
- How will you distribute and sell?
 - marketing channels
 - physical distribution modes
- What will be the price structure?

How will you promote the products?

- personal selling
- direct sales promotion
- public relations
- advertising

Projected Budget

- What will the strategies cost?
- Pro forma income statement which highlights cost of the strategies on an incremental or start up basis.
- Calculate the financial return of the marketing plan.

Evaluation

- Specific measurement tools to measure the accomplishments of the goals at the end of the time period.
- Recommendations for the future action and contingencies

Written Plan Procedures

- Three copies of the marketing plan must be received by the contest site on the day of the contest.
- The document will not exceed eight pages (single sided) and must be ten point or more type size.

Scoring:

Marketing Contest Scorecard	
	Points
Place, Price, and Promotion (score for tie-breaking)	60
Presentation (team synergy, speaking ability, eye contact, voice inflections, and confidence)	20
Answers to judges questions (8 minutes)	20
Total	100

Judges will score each team individually on the provided score sheet. There will be **no discussion or talking between judges about any of the teams until their final ranked card is turned into the score keeper at the end of the competition.**

After all the teams have presented, each judge will then rank teams 1st through 8th place. Scores will then be tallied by score keepers.

Schools will be given a 5 minute, 1 minute, 30 second, and 15 second time warning. These will be written signs that will be held up by the room monitor. Please do not ask the room monitor for other time intervals.

Ties will be broken by the addition of the *Position, Price, and Promotion score on all the judges score cards.

Penalties:

Penalty of 20 points is administered to participants if the presentation exceeds the time limit. For each 30-second interval beyond 20 minutes, there is an additional 20 point penalty. Time will be cut off at 21 minutes. Time begins when the first presenter starts speaking.