

Michigan FFA Association

Marketing Plan Presentation Scorecard

Chapter: _____

Business Name: _____

	POINTS POSSIBLE	EARNED	COMMENTS
MARKETING PROCESS (UNDERSTANDING AND CLEAR PRESENTATION OF THE SIX PARTS OF THE MARKETING PLAN)			
Brief description/client status	5		
Marketing analysis	10		
Primary Research	35		
Business proposal	15		
Strategies/action plan	30		
Budget	25		
Evaluation	10		
TOTAL MARKETING POINTS POSSIBLE	130		
EFFECTIVENESS OF PRESENTATION • Examples explained, detailed • Speaking without notes, unrehearsed • Tone • All members participated • Eye Contact • Mannerisms, gestures • Poised	20		
QUESTIONS AND ANSWERS	50		
Presentation Total Points	200		
Written Plan Score	100		
Sub-Total (Written & Presentation):	300		
Deduction – Time See back of score card for requirements			
Deduction – Official Dress See back of score card for requirements			
NET TOTAL POINTS			
TEAM RANKING:			

Time Deductions****

Five (5) points for each minute, or major fraction thereof, presentation went over fifteen (15) minutes

PRESENTATION LENGTH	POINT DEDUCTION
15:00 – 15:30	No deduction
15:31 – 16:30	-5 points
17:31 – 18:30	-10 points
18:31 – 19:30	-15 points
19:31 – 20:30	-20 points

Official Dress Deductions****

Official dress for an FFA member includes:

1. An official FFA jacket zipped to the top
2. Black slacks and black socks/nylons or black skirt and black nylons
 - a. *Skirt should be a minimum of knee length*
 - b. *Slacks should be full length*
3. White collared blouse or white collared shirt
4. Official FFA tie or official FFA scarf
5. Black dress shoes with closed heel and toe

Note: Medical or cultural adjustments to required official dress may be made with prior approval of contest/event chair. Also, appropriate personal protective equipment may be used with Official Dress.

If warranted, deductions for non-compliance with official dress guidelines will be determined by the contest chair and enforced equally by all judges. The chair may make a deduction of 0, 2, 5, 7, or 10 points.