



MICHIGAN FFA

[To view additional contest details, see the contest clarification sheet on the Michigan FFA Website](#)

Marketing

Career Development Event

PURPOSE

To assist students to gain an understanding of the marketing process through the development and presentation of a marketing plan.

OBJECTIVE

To develop an understanding of the marketing plan process.

To provide an activity to focus student and community attention on the agri-marketing curriculum.

To allow students to explore and prepare for possible careers in agri-marketing.

To help develop partnerships and improve relations with agricultural industries, local FFA chapters and the general public.

EDUCATIONAL STANDARDS

For educational standards, please refer to the Marketing Handbook located at <https://www.ffa.org/participate/cdes/marketing-plan/>

EVENT RULES

Team Make-up/Eligibility

Number of students: A team representing a chapter will consist of three members listed at the state and national levels from the same chapter. There

are no alternates allowed in competition.

The event is open to two teams per chapter as certified by the state supervisor to the Contest Chair in charge of the Career Development Event. Limit of 15 total teams.

Participants are required to wear official FFA dress for the entire contest.

Equipment

Students are to **bring any equipment that is necessary.**

Students will be **provided** with the following:

- Two tripods easels (24" x 36")
- One projector and screen
- One podium
- One table and three chairs

An electronic copy of the plan must be received by the Michigan FFA State Office on the deadline posted on the Official FFA calendar on the website

Official Dress

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.

CONTEST PERSONNEL

Judges

Judges will be selected by the contest superintendent.

At least three qualified judges will be used. If more than six teams are in a section, two sets of judges should be used. If the number of teams warrants dividing the contestants into more than one flight and preliminary flights has four or more teams, at the judge's discretion, a second team from each flight may qualify to compete in the final round. Judges should be selected to represent a mix of industry, education and communication, if possible. They should have some understanding of the marketing process.

The judges will give a written evaluation after the finals and scoring is completed.

A timekeeper will be designed, possibly from one of the three judges.

Contest Chair

The superintendent will monitor the contest room and assist the judges as they compile their final placing.

The superintendent will adequately prepare the judges before the event competition.

PROCEDURE

Contest Procedures

Description of Event

Marketing plan is designed to help students with developing practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply or service. It is intended as a competitive activity involving a team of three persons working for a local community agri-business to support the FFA's outreach mission.

Local chapters may involve the entire chapter, a specific agriculture class or a three-person team. The intent is to have a three-person team present the results of primary research involving the local community that provides a reasonable and logical solution to the marketing problem. Understanding of the marketing process is manifested in the marketing plan, which is presented in a five-to-eight-page document and in a live presentation before

qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

Team Activity

Written Plan – 100 points

- a. Select a local community agricultural business that serves the community and decide on the product or service for the marketing plan. Work with either existing or start-up situations. Plan to work with an off-campus organization. Do not use your chapter as a client.
- b. Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of products or services.
- c. A marketing plan deals with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in the current year should be developed for the following year. A two-year timeframe might be needed, which would mean the inclusion of the two years following the current year. Marketing plans may vary from one to ten years depending on your client and the type of product or service.
- d. The project outline should include the following aspects of the marketing process
 - i. Analysis of market – “Where are we now?” Why are we hired?” (30 points)
 - Industry trends
 - Buyer profile and behavior
 - Competition’s strengths and weaknesses
 - Your product’s/firm’s strengths and weaknesses
 - Original research and results
 - ii. Business’s Proposition – “Where do we want to be?” (10 points)
 - Key planning assumptions (cite sources of information)
 - Measurable and attainable goals – must be measurable, have completion dates, be specific and be attainable
 - Target market – identify specific market segments, which achieve your goals
 - iii. Strategies and Action Plan – “How and when will we get there?” (25 points)
 - Product attributes: size, quality, service, etc.
 - How will you distribute and sell?
 - a. Marketing channels
 - b. Physical and distribution modes
 - What will be the price structure?

- How will you promote the products? Which promotional activities, or combinations of activities, are appropriate for your product or service? How much promotion can you afford?
 - a. Personal selling
 - b. Direct sales promotion
 - c. Public relations
 - d. Advertising – mass media
- Develop a mission statement and predict competitor reactions, if any.
- iv. Projected budget – “How much will it cost to get there?” (15 points)
 - What will be 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
- v. Evaluation – “Did we get there?” (5 points)
 - Specific measurement tools to measure the accomplishments of the goals at the end of the time period.
 - Recommendations for future action and contingencies

Written Plan Procedures

- a. An electronic copy of the marketing plan must be submitted to the Michigan FFA Office by the date listed on the FFA calendar on the website.
- b. The document will not exceed eight pages and must be ten point or larger type size:
 - i. Title page – Project title, team name, chapter, state, and date (1 page)
 - ii. Text – marketing plan (5 pages)
 - iii. Appendices – surveys, graphs, maps, promotional pieces, etc. (2 pages)
- c. Written Plan is a total of 8 pages. The 8 pages are calculated on an 8.5” X 11” basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8 – 8.5” X 11” pages.
- d. Written expression is important. Attention should be given to language, general appearance, structure and format.

Live Presentation – 200 points

- a. Each team will be allowed 5 minutes to set up before their 15-minute time allowance begins and 3 minutes to reset the equipment, as they found it, after the presentation. If there is an equipment failure during the presentation, the team will be allowed five minutes to set up again.

- b. A live presentation not exceeding 15 minutes duration should be planned and given. Five points will be deducted from the final score for each minute or major fraction thereof, over 15 minutes for the presentation. The timekeeper shall be responsible for keeping an accurate record of time. The presentation will be followed by five minutes maximum of “clarifying” questions, with at least one question for each member of the team
- c. The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of a marketing consultant, as found in industry. The team will inform the judges of their role in the team’s presentation.
- d. Visual aids are only limited by your imagination. Do not assume that the lights can be adjusted, or the competition room can be drastically remodeled. Scoring will be based on how effectively visual aids are used; not how elaborate they are. Remember that visual aids should enhance and clarify what the speakers are saying, not replace them.

SCORING

Written Plan	Points Possible
Marketing Analysis Clients’ status in current market – 5 pts Industry Trends – 5 pts Buyer Profile and Behavior – 5 pts Competition’s SWOT Analysis – 5pts Products’/Clients SWOT – 5 pts Primary Research Results – 5 pts	30 points
Business Proposal Mission Statement – 2 pts Key Planning Assumptions – 2 pts Short and Long-Term Goals – 3 pts Target Market – 3 pts	10 points
Strategies & Action Plan Product – 1 pt Price – 7 pts Place – 5 pts Promotion – 7 pts Position – 5 pts	25 points
Budget	15 points
Evaluation	5 points
Technical & Business Writing Skills	10 points
Deduction – If needed Written plan received after post-mark deadline. Deduction 10% of possible written plan score (or 10 points)	
Deduction – If needed	

Five (5) points deducted for incorrect written plan format	
Total	100 points

Live Presentation	Points Possible
Marketing Process - Demonstrate understanding of the five parts of the marketing plan Brief Description/Client Status – 5 pts Marketing Analysis – 10 pts Primary Research – 35 pts Business Proposal – 15 pts Strategies/Action Plan – 30 pts Budget – 25 pts Evaluation – 10 pts	130 points
Effectiveness of Presentation - Organization, professionalism, effectiveness of visuals and adherence to guidelines Examples explained, detailed Speaking without notes, unrehearsed Tone All members participated Eye contact Mannerisms. Gestures Poised	20 points
Questions and Answers	50 points
Deduction – If needed Time – please see below for requirements	
Deduction – If needed Official Dress – please see above in the Official Dress section for requirements	
Total	200 points

Written Plan Points Possible	100 Points
Presentation Points Possible	200 Points
Total Points Possible	300 Points

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
16:31 – 17:30	-10 points
17:31 – 18:30	-15 points
18:31 – 19:30	-20 points

Participants shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation. The judges' ranking of each participant then shall be added, and the winner will be that participant whose total ranking is the lowest. Other placings will be determined in the same manner (low rank method of selection)

Determining Awards

Team scores will be an aggregate of all members' quizzes and individual practicum scores.

Gold and Silver awards will be determined by the Michigan FFA Association Executive Secretary.

Tie Breaker

Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the event superintendent will rank the team's response to questions. The team with the lowest rank from the response to questions will be declared the winner. If a tie still exists, then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.