

Global Marketing Team (S) (500)

Description

Develop a marketing plan, following the guidelines outlined in the [Style & Reference Manual](#), that details pricing strategies and promotional plans for a business.

The completed plan should include, but is not limited to, the following:

Title Page and Table of Contents	Marketing mix	Supporting documentation
Synopsis or mini-plan	Economic, social, legal, and	(research, charts, brochures, etc.)
Company goals	technological trends	Team Entry Form
Description of customers and their needs	Human resource requirements	
Description of pricing strategy	Marketing timeline	
Competition	Methods of measuring success	

Eligibility

Any student member may enter this event. A team will consist of 2-4 members. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging.

Team must supply

Team may use a presentation device, projection equipment, product displays and props (product samples and promotional item), prepared posters, flip charts, easels or graphs in presentation.

Carry-in and set-up of equipment must be done solely by the teams and take place within the time allotted for orientation/warm-up.

Team must bring all supporting devices (e.g., extension cords, power supply, etc.).

No Internet access will be provided on-site at the NLC; however, contestants/teams may provide their own access to be used only for their presentation to the judges.

Business Professionals of America assumes no responsibility for hardware/software provided by the team. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge and understanding of management and international business concepts
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate teamwork skills needed to function in a global marketing environment
- Demonstrate successful price selection methods
- Demonstrate effective persuasive and informative communication and presentation skills
- Develop a written marketing plan
- Identify customer base including consumer and organizational markets
- Identify customer relations or markets
- Illustrate fundamentals of consumer behavior in different cultures
- Explore and expand customer base including demographics
- Develop promotional mix

- Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price
- Identify and utilize internal and external resources

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a marketing plan and demonstrate oral communication skills.
- The marketing plan must not exceed ten (10) pages single-sided (excluding the title page, table of contents, supporting documentation and signed [Team Entry Form](#)) The marketing plan must follow the Marketing Plan format in the [Style & Reference Manual](#).
- Any marketing plan submitted beyond the maximum number of pages will be disqualified.
- The completed plan and [Team Entry Form](#) must be submitted to the National Center at <http://www.bpa.org/submit> in .pdf format no later than 11:59 pm Eastern Standard Time on April 1, 2016.
- Teams will receive an automated response confirmation at the time of submission.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Teams must be registered for national level competition prior to submission of materials. The chapter number must be included as indicated. Materials from non-registered teams and/or those missing a chapter number cannot be accepted.
- No changes can be made to the project after the date of submission.
- Two additional copies of the plan and a [Team Entry Form, including signatures](#), must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- **Presentation will be stopped at ten (10) minutes to begin Judges' questions.**
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#). **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

Topic

The National Hockey League (NHL) recently announced that they have received formal applications for expansion teams for Las Vegas and Quebec City to begin play in the 2017-2018 season. Your marketing team has been hired by Professional Business Associates Inc. (PBA) to locate a third location to propose for a new hockey team. They are looking to invest in a global sports team and need your expertise and research to make a sound investment. Your team is to determine a new domestic or global location that would be supported by your documentation. You will develop a marketing plan and will present to the PBA investors (judges) your proposal.

Things to consider but not limited to:

- Data supporting your new location
- Name and new logo
- Competition
- Marketing mix
- Pricing strategies
- Trends in hockey
- Human Resource Requirements
- Marketing timeline
- Advertising campaign
- Global presence and justification

NOTE: All information including your name and logo have to be original and meet all copyright guidelines. Remember you are working for Professional Business Associates Inc., not the National Hockey League (NHL), so do *not* use the NHL logo on any of your designs.

Use the Marketing Plan format in the [Style & Reference Manual](#) and the rubric as your guide.

Teams who do not submit an entry that follows this topic will be disqualified.

Any marketing plan submitted beyond the maximum number of pages will be disqualified.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than ten (10) minutes set-up

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

Equipment provided

Projection surface at national competition only

Entries

Each state is allowed two (2) entries

Teams in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging cannot be returned and will *not* be available at NLC.

Global Marketing Team (S) (500)

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)
If yes, please stop scoring and provide a brief reason for the disqualification below:		

Evaluation of written marketing plan	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Team Entry Form - .pdf format (must be keyed but does not have to be signed for pre-submission) • Marketing Plan - .pdf format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Synopsis or mini-plan for business	1-5	6-10	11-15	16-20	
Company goals	1-5	6-10	11-15	16-20	
Description of customer needs	1-5	6-10	11-15	16-20	
Description of pricing strategy	1-5	6-10	11-15	16-20	
Competition	1-5	6-10	11-15	16-20	
Marketing mix	1-5	6-10	11-15	16-20	
Economic, social, legal, technological trends	1-5	6-10	11-15	16-20	
Human resources requirements	1-5	6-10	11-15	16-20	
Marketing timeline	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (230 points maximum)					

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**ANY MARKETING PLAN SUBMITTED BEYOND THE MAXIMUM
NUMBER OF PAGES (10) WILL BE DISQUALIFIED**

Global Marketing Team (S) (500)

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Evaluation of oral presentation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Contribution by all team members	1-5	6-10	11-15	16-20	
Quality of problem solution	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
Supporting documentation	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (140 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, not per judge	Points Awarded
Set-up lasted no longer than ten (10) minutes - 5 points Presentation lasted no longer than ten (10) minutes - 5 points	10
Plan used the correct format for Title Page, Table of Contents, and Marketing Plan according to the <i>Style & Reference Manual</i>	10
Documentation submitted at time of presentation: Keyed and signed Team Entry Form (1 copy) and Marketing Plan including Title Page and Table of Contents (2 copies) <i>Must have copies for preliminaries and finals</i>	10
TOTAL SPECIFICATION POINTS (30 points maximum)	

TOTAL MAXIMUM POINTS = 400

PRESENTATION WILL BE STOPPED AT 10 MINUTES

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