

ADVANCED WORD PROCESSING SKILLS (22)

Regional—2007

	Production Portion	Points
Job 1	Letter	_____ (100 pts.)
Job 2	Report	_____ (100 pts.)
Job 3	Outline	_____ (100 pts.)
Job 4	Itinerary	_____ (100 pts.)
Job 5	News Release	_____ (100 pts.)
<i>TOTAL POINTS</i>		_____ (500)

Failure to adhere to any of the following rules will result in disqualification:

- 1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.***
- 2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.***
- 3. Electronic devices will be monitored according to ACT standards.***

No more than ten (10) minutes orientation
No more than 90 minutes testing/production
No more than ten (10) minutes wrap-up

Do **NOT** open test booklet until instructed to do so.

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Workplace Skills Assessment Program regional competition.

General Instructions

1. Make certain this test booklet contains Jobs 1-5.
2. Correct all errors. Copy is graded according to production standards.
3. For any job where you would normally use your reference initials, use your contestant number. Your name or initials should NOT appear on any work you submit. Key your contestant number and job number as footers on all documents.
4. If you finish before the end of the testing time, notify the administrator of the contest. Time may be a factor in determining the winner in the event of a tie.
5. When turning in your completed work, place your Scoring Sheet on top of all of your jobs. The jobs should be arranged in numerical order. Turn in all partial jobs.

Job 1: Letter

Key the following letter from Roger Meyer in the Marketing Department. The letter is to Yolanda Martinez, Advertising Manager, Global Business Magazine, 2006 Conner Blvd., Cleveland, OH 20010-1974. Use the current date and the subject of Spring Advertisement. Please send a copy to Harvey Rosen, Financial Services Department.

Professional Business Associates is interested in placing an advertisement in the Spring 2006 issue of *Global Business*. As a corporation involved in the developing and selling of software, hardware, and services, our research indicates your magazine can provide PBA the desired international exposure.

Currently, we are looking to place 2-inch x 4-inch advertisement in the issue. Our desktop publisher is putting together a color and a grayscale advertisement. Before we can make a final decision on which advertisement to use, I would like to receive a copy of your advertisement pricing and placement specifications information.

Job 2: Report

Key the following report to Edna Renick from Roger Meyer, Marketing Department. Use the current date. The title of the report is *Global Business Advertisement*.

Professional Business Associates has been looking to expand into additional markets around the globe. In order to achieve this goal, our corporation needs to gain exposure through a partnership with a global publication.

After months of research, the marketing department has determined *Global Business* can provide the exposure sought. First, *Global Business* has a global circulation, with heavy readership in the USA, Canada, Great Britain, and Australia. Second, *Global Business* is published quarterly, allowing readers ample time to read the articles and pursue the opportunities made available through advertisers. Third, with the magazine headquartered and published in Cleveland, *Global Business* is in a prime location to build a very close working-relationship with Professional Business Associates. Lastly, as a magazine with global connections, *Global Business* has support from a very diverse population of both businesses and private individuals.

Advertising with *Global Business* will provide Professional Business Associates the opportunity to gain exposure on an international level. An advertising partnership with *Global Business* will provide readers around the globe with information about our corporation and the services we can provide.

Job 3: Outline

Key the following outline using Professional Business Associates format. The title is *Tactical Marketing Plan*.

Plan Overview

Practice
Name of Campaign
Campaign Manager
Subject Matter Expert

Objective

Target Market

Product Demographics
Target Contact Demographics

Message Summary

Call to Action

Desired Outcome
Pull-through Offer

Process

List Development
Prospecting Mechanism
Pre-event Follow-up
Post-event Follow-up

Opportunity Qualification Process and Criteria

Project Plan

Necessary Resources
Budget

Metrics and Expectations

Approval

Job 4: Itinerary

Prepare the following itinerary for Roger Meyer, Marketing Department, who is traveling to Cleveland, Ohio. Travel dates are Monday, November 7, to Thursday, November 10, 2005.

Monday, November 7

7:00 a.m. Depart Columbus, Port Columbus International Airport (CMH) Delta Airlines, Flight 1072.

7:47 a.m. Arrive Cincinnati-Northern Kentucky International Airport (CVG).

9:05 a.m. Depart Cincinnati-Northern Kentucky International Airport (CVG) Comair Airlines, Flight 5273.

10:08 a.m. Arrive Cleveland, Cleveland-Hopkins International Airport (CLE).

12:30 p.m. Lunch meeting with Yolanda Martinez, Lakeview Restaurant.

Tuesday, November 8

9:00 a.m. Present Professional Business Associates advertising campaign, *Global Business* Conference Room.

1:00 p.m. Meet with advertising designers.

Wednesday, November 9

11:30 a.m. Lunch meeting with *Global Business* Marketing Department.

3:00 p.m. Meet with distribution manager.

Thursday, November 10

9:05 a.m. Depart Cleveland, Cleveland-Hopkins International Airport (CLE) Comair, Flight 4989.

10:14 a.m. Arrive Cincinnati-Northern Kentucky International Airport (CVG).

10:50 a.m. Depart Cincinnati-Northern Kentucky International Airport (CVG) Delta Airlines, Flight 1902.

11:39 a.m. Arrive Columbus, Port Columbus International Airport (CMH).

Job 5: News Release

Prepare the following news release from Roger Meyer, Marketing Department, regarding a new advertising campaign by Professional Business Associates, 5454 Cleveland Avenue, Columbus, OH 43231-1234, phone number 614-555-5555.

The title of the news release is *Global Business Advertising Partnership Begins*.

Use the current date as the release date.

Professional Business Associates is pleased to announce a new advertising campaign which has been established with the internationally distributed business magazine *Global Business*. The first advertisement will be published in the magazine's Spring 2006 issue. The two-year advertising contract with *Global Business* allows Professional Business Associates to place a full-color add through the Winter 2007 issue.

A preview of the initial advertisement will be on display in the main foyer of the Professional Business Associates' building.



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KEY

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Graders:

When grading computer-generated problems, refer to the Style and Reference Manual and Production Standards in the *Workplace Skills Assessment Program Guidelines* for further instructions.

Double-check and verify all scores!

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Current Date

Ms. Yolanda Martinez, Advertising Manager
Global Business Magazine
2006 Conner Blvd.
Cleveland, OH 20010-1974

Dear Ms. Martinez

SPRING ADVERTISEMENT

Professional Business Associates is interested in placing an advertisement in the Spring 2006 issue of *Global Business*. As a corporation involved in the developing and selling of software, hardware, and services, our research indicates your magazine can provide PBA the desired international exposure.

Currently, we are looking to place 2-inch x 4-inch advertisement in the issue. Our desktop publisher is putting together a color and a grayscale advertisement. Before we can make a final decision on which advertisement to use, I would like to receive a copy of your advertisement pricing and placement specifications information.

Sincerely

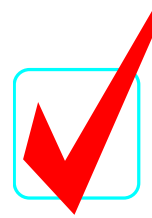
Roger Meyer
Marketing Department

contestant number

c Harvey Rosen, Services Department

Graders: This is a footer
and must be on all
printouts as specified in
the contest instructions.

Contestant Number
Job Number



Meyer 1

Edna Renick

Roger Meyer

Marketing Department

Current Date

Global Business Advertisement

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After months of research, the marketing department has determined *Global Business* can provide the exposure sought. First, *Global Business* has a global circulation, with heavy readership in the USA, Canada, Great Britain, and Australia. Second, *Global Business* is published quarterly, allowing readers ample time to read the articles and pursue the opportunities made available through advertisers. Third, with the magazine headquartered and published in Cleveland, *Global Business* is in a prime location to build a very close working-relationship with Professional Business Associates. Lastly, as a magazine with global connections, *Global Business* has support from a very diverse population of both businesses and private individuals.

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Contestant Number
Job Number



TACTICAL MARKETING PLAN

I. PLAN OVERVIEW

- A. Practice
- B. Name of Campaign
- C. Campaign Manager
- D. Subject Matter Expert

II. OBJECTIVE

III. TARGET MARKET

- A. Product Demographics
- B. Target Contact Demographics

IV. MESSAGE SUMMARY

V. CALL TO ACTION

- A. Desired Outcome
- B. Pull-through Offer

VI. PROCESS

- A. List Development
- B. Prospecting Mechanism
- C. Pre-event Follow-up
- D. Post-event Follow-up

VII. OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

VIII. PROJECT PLAN

- A. Necessary Resources
- B. Budget

IX. METRICS AND EXPECTATIONS

X. APPROVAL

Contestant Number
Job Number



ITINERARY

Roger Meyer

November 7-10, 2005

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Contestant Number
Job Number



NEWS RELEASE

From Roger Meyer
5454 Cleveland Avenue
Columbus, OH 43231-1234
614-555-5555

Release Current Date

GLOBAL BUSINESS ADVERTISING PARTNERSHIP BEGINS

Professional Business Associates is pleased to announce a new advertising campaign which has been established with the internationally distributed business magazine *Global Business*. The first advertisement will be published in the magazine's Spring 2006 issue. The two-year advertising contract with *Global Business* allows Professional Business Associates to place a full-color add through the Winter 2007 issue.

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