

## **(500) Global Marketing Team (S)**

### **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
  - Synopsis or mini-plan
  - Company goals
  - Description of customers and their needs
  - Description of pricing strategy
  - Competition
  - Marketing mix
  - Economic, social, legal, and technological trends
  - Human resource requirements
  - Marketing timeline
  - Methods of measuring success
  - Works Cited
- Submitted separately during presentation ONLY:**
- Supporting documentation (research, charts, brochures, etc.)

### **Eligibility**

Any Secondary division student member may enter this event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

### **Topic**

Background - Little did the owners of Dave and Buster's, a 40,000-square foot dining and gaming establishment initially located in a Dallas warehouse in 1982, realize they would launch an exciting new restaurant concept known as "eatertainment." By providing guests unique experiences that combine eating with entertainment, "eatertainment" establishments are forecast as the next big frontier for casual dining.

Task - To capitalize on this growing trend, a local eatertainment company has hired your marketing team to identify expansion opportunities into a domestic U.S. city of your choice within one to three years, with a vision for future international expansion in five to seven years. As no specific company name, mission, vision or product(s)/service(s) are specified in the topic, your team will determine these key elements and implement into the Marketing Plan and presentation. Be prepared to defend your recommendations from a marketing standpoint.

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*.

### **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  
Team must bring all supporting devices (e.g., extension cords, power supply, etc.)  
No Internet access will be provided on-site at NLC; however, 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

- Develop a written marketing plan
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Demonstrate knowledge and understanding of management and international business concepts
- Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price
- 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 teamwork skills needed to function in a global marketing environment
- Demonstrate effective persuasive and informative communication and presentation skills

## 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, and Works Cited). The marketing plan must follow the Marketing Plan format in the [Style & Reference Manual](#). [Style & Reference Manual](#).
- Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.
- **Submit the URL to the completed plan and Works Cited in a combined PDF file to: <https://presubmit.bpa.org>, no later than 11:59 p.m. Eastern Time, on April 1, 2022.**
- Members will receive an automated response confirmation at the time of submission.
- Individual conformation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- 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.
- One (1) copy of the completed plan and Works Cited must be presented at the time of the presentation at NLC at both the Preliminary and Final Competition.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

**Method of evaluation**

Technical Scoring Rubric

Presentation Scoring Rubric

**Length of event**

No more than three (3) 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

**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.**

(500) Global Marketing Team (S)

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Technical Scoring Rubric**

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

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"> <li>Marketing Plan and Works Cited - PDF format</li> </ul> <i>All points or none are awarded by the technical judge.</i>				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	
<b>TOTAL TECHNICAL POINTS (230 points maximum)</b>					

**ANY MARKETING PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, and WORKS CITED, WILL BE DISQUALIFIED**

(500) Global Marketing Team (S)

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Presentation Scoring Rubric**

<b>Evaluation of oral presentation</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
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	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

**Specification Scoring Rubric**

<b>SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, <i>not</i> per judge</b>	<b>Points Awarded</b>
Set-up lasted no longer than three (3) 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, Marketing Plan, and Works Cited according to the <a href="#"><i>Style &amp; Reference Manual</i></a>	10
All registered team members in attendance for entire event	10
Documentation submitted at time of check-in: Marketing Plan including Title Page, Table of Contents, and Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>	10
<b>TOTAL SPECIFICATION POINTS (40 points maximum)</b>	

**TOTAL MAXIMUM POINTS = 410**

**PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**