Marketing Plan CDE

Purpose

The Marketing Plan Career Development Event is designed for FFA members to develop, practice, and demonstrate skills needed in seeking employment in the agricultural industry. Each part of the event simulates "real-world" activities that will be used by industry employers.

Through participation in this event, students will develop an understanding of the marketing plan process by developing an activity to focus student and community attention on agriculture. Students explore and prepare for possible careers in agrimarketing, and develop partnerships through improved relations with agricultural industries, local FFA chapters, and the general public.

Superintendent

The superintendent for this event is Mrs. Shelby Robertson, State FFA Coordinator.
Email: Srbirele@ncsu.edu | Phone: 919.513.0216

Eligibility

This event is open to all FFA chapters and FFA members in good standing. FFA members may not participate in a Career Development Event that leads to a state-level event after July 1, following their high school/early college graduation. Previous state winners are ineligible. Members who have participated in a previous national event in this area are ineligible.

Teams shall consist of three members. All members must participate in the presentation. No alternates are allowed in state events. Any alternate found participating in a state event will result in team disqualification.

In compliance with the Americans with Disabilities Act, North Carolina FFA will honor requests for reasonable accommodations made by individuals with disabilities. Please direct accommodation requests through the CDE/LDE Accommodation Request Form. If the accommodation can be made for all and/or doesn't provide an unfair advantage, then every effort will be made to provide the accommodation. Requests can be accommodated more effectively if notice is provided at least 10 days before the event.

Middle Grades Eligibility

Middle school students and teams may participate in Career Development Events or Leadership Development Events. Middle school participants should designate during registration.

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General Guidelines

The use or possession of cellular phones or any other mobile electronic communication device is prohibited during any state-level career development event. Any violation of this rule by any team member will result in total team disqualification.

Any member found cheating in any state-level career development event will result in total team disqualification for that event.

The North Carolina FFA Association, in keeping with the FFA mission and purposes, does not permit the use of tobacco products, e-cigarettes, vapes, or Juuls at any FFA facility or at any FFA activity.

Artificial Intelligence Usage

All materials that are submitted should adhere to the North Carolina FFA Artificial Intelligence Policy. Any attempt to gain an unfair advantage through the use of AI or other methods will not be tolerated. Noncompliance with this policy represents plagiarism and will automatically disqualify a member.

Presentation Handouts and Materials

Before the presentation, teams are allowed to hand judges one single- sided, 8.5 x 11-inch page with changes/corrections to the written plan. No other handouts or samples are permitted to be given to the judges.

Dress Code

Participants in this event should wear official dress as described in the FFA manual. Official dress for an FFA member includes: an official FFA jacket zipped to the top, black slacks and black socks/nylons or black skirt and black nylons, with black closed-toe dress shoes. Professional dress would be described by a nice blouse/collared shirt, dress pants/skirt (or a dress), socks/hosiery, and dress shoes.

The North Carolina FFA Association strives to promote a positive image at all official FFA events. The dress code policy was established to address the issue of appropriate attire at all official FFA events. Members should adhere to this policy for all events. A ten percent reduction will be applied to all individual scores from a chapter if a participant from that chapter violates the dress code during that career event.

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Procedures for Administering the Event

The Marketing Plan Career Development Event 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.

A three-person team presents the results of primary research involving the local community in providing a reasoned and logical solution to a marketing problem. Understanding of the marketing process is manifested in the marketing plan, which the team presents in a five to eight-page document and a live presentation before qualified judges.

Part 1: Written Plan- 100 points

Select a local community agricultural business that serves the community and decide on the product or service for the marketing plan for North Carolina. Work with either existing or start-up situations. Plan to work with an off-campus organization.

Do not use your chapter as a client. The marketing plan must be for a local, community agricultural business.

The business must sell a product or service that is a plant, animal, food, natural fiber, and/or is life sciences related. This product may or may not meet national CDE guidelines.

Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of products or services.

A marketing plan deals with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in 2020 should be for the year 2020. A two-year time frame might be needed, which would mean the inclusion of the year 2021. Market plans may vary from one to three years depending on your client and the type of product or service.

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Project Outline:

Written plans should be submitted electronically to the state office when registration is due

The project outline should include the following aspects of the marketing process:

Brief description of the client and its product or service attributes- 5 points

Situational analysis- 30 points

- Client's status in the current market
- Trends in the industry
- Competitor analysis (displayed as SWOT analysis)
- Client's SWOT analysis, with consideration to service or product
- Primary research results (surveys, focus groups, interviews)
- Buyer profile and behavior, as discovered through primary and secondary research

Business proposition- 20 points

- Develop a mission statement
- Make key planning assumptions (cite sources of information).
- Identify the target market and its attributes.
- Have short- and long-term objectives: must be specific, measurable, attainable, and have completion dates (SMART objectives)

Strategies and action plan- 25 points

- Product
- Price
- Place
- Promotion
- Position

Projected budget- 10 points

The marketing budget should outline realistic, specific costs connected to the recommendations as outlined throughout the plan.

The budget should be future-oriented and include the current year plus two additional years in advance, detailing:

- Cost of marketing strategies
- Pro forma income statement that details the realistic costs and returns of the marketing strategies
- Calculated financial return of the marketing plan

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The budget should not illustrate the client's entire financials; and only detail those financial items directly impacted by value-added marketing efforts. The agency's objective is to showcase true value and return specific to its marketing recommendations, as part of delivering enticing and effective solutions to its selected client.

Teams should utilize the following formula to calculate ROI. ROI should be specific to marketing recommendations:

[($ Sales – $ Marketing Cost) / $ Marketing Cost] x 100 = % Marketing ROI

Evaluation- 5 points

- Benchmarks to track progress toward goals.
- Identify tools to measure established benchmarks.
- Recommendations for alternative strategies, if benchmarks are not reached.

Technical and business writing skills- 5 points

The document should not exceed eight (8) single-sided, 8.5 x 11-inch pages and must be 12-point type size; formatted with margins no greater than 1 inch. Font sizes apply to all text and tables, if applicable.

A five-point deduction will be applied to all marketing plans that do not follow these guidelines.

- Title page- one page
    - Project title
    - Chapter name
    - Chapter number
    - Year
- Text and appendices- seven pages
    - Marketing plan
    - Supplemental surveys, graphs, maps and/or promotional pieces

Written expression is important. Attention should be given to language, general appearance, structure and format. These components impact how your plan is scored.

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Part 2: Live Presentation- 200 points

A live presentation not exceeding fifteen (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 fifteen (15) minutes for the presentation. The timekeeper shall be responsible for keeping an accurate record of time.

The presentation will be followed by up to five minutes of "clarifying" questions, with at least one question for each member of the team.

The focus of the presentation should be 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.

Visual aids are only limited by your imagination. Do not assume that the lights can be adjusted or the competition room 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.

Marketing Plan Scoring	
Maximum Score	**300**
Written Plan	100
Live Presentation	200

State Awards

The awards for the state event will be presented annually at the state FFA convention to include a team 1st, 2nd, and 3rd place plaque. The highest-placing middle school team will be recognized only if they are not already among the overall top three teams. If a middle school team places in the top three overall, they will not receive additional middle school–specific recognition.

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National Career Development Event Participation

State winning teams advancing to the National Career Development Event will be automatically registered for the national event. It is the responsibility of the FFA Chapter Advisor to complete all necessary national certification and waiver forms and return them to the state FFA Coordinator by the assigned due date.

State winning CDE teams that choose not to participate at the national level should contact the state office by Sept. 1 prior to the national convention. Teams that fail to inform the state office prior to Sept. 1 will be ineligible to participate in that same CDE for the next year (chapters may appeal to the State FFA Board of Directors). Teams that do not compete at the National Convention will be required to pay back the cash travel award.

References

There are many marketing principles textbooks containing a marketing plan section. Also, there are many popular press books, guides, and software on “how to develop/create/write a marketing plan.”

For more information, see the National FFA Career Development Events Handbook.

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Written Marketing Plan Scorecard

100 points

Chapter Name *Chapter Number*

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Description of product/client status	The plan contains details of the products/services from the customer's point of view and identifies key competitors and how the product/service is positioned to compete.	The plan describes the products/services; however, the detail on the features, benefits and competitors is lacking.	Little to no information is provided on the product/service, its features and benefits, or its competitors.		X 1	
Market Analysis						
Client's status in current market	Information is thoroughly and clearly reported, including such things as the type of product/service, current marketing efforts, current knowledge about customers and competitors, etc.	Information is, for the most part, thoroughly and clearly reported, but some information that may be critical to the marketing plan is missing.	Information is provided, but there is a great deal of potentially important information missing.		X 1	
Industry trends	Describes how major trends and information helped identify immediate opportunity.	Describes major trends that could impact this industry in the near future.	Gives brief history of the industry but does not demonstrate understanding of trends.		X 1	
Buyer profile and behavior	Describes in-depth the buyer in the customer profiles, buying roles, buying behavior, and buyer decision-making process.	Briefly describes the buyer in the customer profiles, buying roles, buying behavior, and decision-making process.	The buyer profile section is incomplete.		X 1	
Competition's SWOT analysis	A thorough SWOT analysis is provided, and the reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points. The reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points, and there is no reasoning provided for the items.		X 1	
Product's/ Client's SWOT analysis	A thorough SWOT analysis is provided, and the reasoning for each item in the SWOT is provided and logical	SWOT analysis is provided, but there are some missing points. The reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points, and there is no reasoning provided for the items.		X 1	
Primary research results (survey, focus groups, interviews)	Excellent plan for collection of data justified with many facts from current business environment.	Adequate data collection plan justified with a few facts from the business environment.	Data collection plan is unorganized and not supported by the business environment.		X 1	
Business Proposal						
Mission Statement	Useful mission statement that is relevant to the business.	Mission statement is not totally relevant to the business.	Irrelevant, not matching business use.		X 1	
Key planning assumption	Identifies and validates key assumptions in the strategy.	Identifies and validates most of the key assumptions in the strategy.	Does not surface the key assumptions or validation for the strategy.		X 1	

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INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Short- and long-term goals	Short- and long-term business goals are attainable and time-bound.	Short- and long-term business goals may not be attainable or not time-bound.	Goals are missing or are irrelevant to the business.		X 1	
Target market	Clearly identified by demographics, and the product/service meets the needs/wants of target group.	Somewhat identified by demographics, and product/service may meet needs/wants of target group.	Not identified by demographics, and product/service does not meet needs/wants of target group.		X 1	
Strategies and Action Plan						
Product	Clearly evident what product/service is being provided.	Somewhat evident what product/service is being provided.	Unclear what product/service is being provided.		X 1	
Price	Includes the pricing structure and explains why/how these prices were determined.	Includes the pricing structure but does not explain how the prices were determined.	Does not provide complete pricing structure; some products or services are missing; no rationale for the pricing strategy is given.		X 1	
Place	Location is very convenient for the target market.	Location is accessible for the target market.	Location is not very convenient for the target market.		X 1	
Promotion	Promotional material makes the target market clearly aware of what the product/service is, what it does, and where it is available.	Promotional material makes the target market somewhat aware of what the product/service is, what it does, and where it is available.	Promotional material does not make the target market aware of what the product/service is, what it does, and where it is available.		X 1	
Position	Unique selling position (USP) in the market is clearly determined.	Unique selling position (USP) in the market is somewhat determined.	Unique selling position (USP) in the market is not determined.		X 1	
Budget (income statement, costs, returns, accuracy)						
	Income statement is complete and demonstrates a reasonable return on investment (ROI); all calculations are accurate and accurately categorized.	Income statement is complete and demonstrates a questionable return on investment (ROI); most calculations are accurate and accurately categorized.	Income statement is not complete and demonstrates an unreasonable return on investment (ROI); most calculations are inaccurate and inaccurately categorized.		X 2	
Evaluation						
	Evaluates data or criteria in a way that reflects an in-depth understanding of the product/service.	Evaluates data or criteria in a way that reflects some basic understanding of the product/service.	Has difficulty evaluating important data or criteria, which demonstrates a lack of understanding of the product/service.		X 1	
Technical Business Writing						
	The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is formatted according to the handbook.	The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is formatted according to the handbook.	The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately.		X 1	
			TOTAL POINTS EARNED OUT OF 100 POSSIBLE			

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INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Deductions:						
Late Submission	Written plan received after deadline.	*Deduct 10 percent of possible plan score or 10 points. Submission after 7 days post-deadline: 25 points.*				
Title Page	State Name and Chapter Number in title page.	*If not included, a penalty of five points will be deducted.*				
Incorrect Formatting	Eight (8) single-sided 8.5 x 11 - inch pages and must be 12-point or larger type size; formatted with margins no greater than 1 inch.	*Five points deducted for incorrect written plan format.*				
			Written Marketing Plan Total Points			

Judge's Name *Judge's Signature* *Date*

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Marketing Plan Presentation Scorecard

200 points

Chapter Team Number

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Market Process (Understanding and clear presentation of the 6 parts of the marketing plan)						
Brief description/ Client status	Clear and engaging description of a want or unmet need in the market using data to support claims is presented.	Somewhat clear description of a want or unmet need in the market is presented.	Unclear description of a want or unmet need in the market is presented.		X 1	
Marketing Analysis *Status in Market* *Industry Trends* *Buyer Profile* *SWOT Analysis*	Clear and compelling narrative that seamlessly integrates all important market research concepts from the written plan into the presentation.	Clear narrative that integrates some market research concepts from the written plan into the presentation.	No clear narrative demonstrating market research concepts from the written plan in the presentation.		X 2	
Primary Research	Market is clearly explained using primary market research tools to persuasively support the business in the presentation.	Market is somewhat explained and demonstrates the use of some primary market research tools to support the business in the presentation.	Market is not explained and does not demonstrate the use of primary market research tools in the presentation.		X 7	
Business Proposal *Mission Statement* *Key Planning assumptions* *Goals* *Target Market*	Clear and compelling narrative that seamlessly integrates all important business concepts from the written plan into the presentation.	Clear narrative that integrates some business concepts from the written plan into the presentation.	No clear narrative that demonstrates business concepts from the written plan in the presentation.		X 3	
Strategies/ Action Plan *Product, Price, Place, Promotion, Positon*	Strategies/Action plans from the written plan are pervasively included in the presentation.	Some of the strategies/action plans from the written plan are included in the presentation.	No clear presentation of strategies/action plans are included in the presentation.		X 6	
Budget *ROI* *Cost of Strategies*	Clear and compelling narrative that seamlessly integrates all important financial concepts from the written plan into the presentation.	Clear narrative that integrates some of the financial concepts from the written plan into the presentation.	No clear narrative or demonstration of financial concepts from the written plan in the presentation.		X 5	

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INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Evaluation *Benchmarks Measuring Tools Alternative Strategies*	Clear and compelling narrative that seamlessly integrates all the important evaluation information from the written plan in the presentation.	A narrative that integrates some evaluation information from the written plan is included in the presentation.	No clear demonstration of evaluation information from the written plan is included in the presentation.		X 2	
Communication	Speaks with confidence, presence, poise and eye contact; excellent use of grammar enhances the entire presentation; all members participated equally.	Some problems with pauses, pacing and/or eye contact and language, includes grammar that is average; Two members took an active role in the presentation.	Reads from notes, rarely looks at audience; has problems with pronunciation and/or very low level of grammar is used; all members did not participate equally.		X 4	
Question and Answers	Knowledge is evident and provides a clear, concise, well-thought-out answer to the questions.	Provides answers that are somewhat unclear and at times does not answer questions.	Seems caught off guard by questions and either does not answer the question or provides a rambling answer.		X 10	
Deductions:						
Time	A live presentation not exceeding fifteen (15) minutes duration should be planned and given.	*Five points for each minute, or major fraction thereof, that the presentation went over 15 minutes.*				
			Presentation Total Score			

Marketing Plan Tally Scoresheet

Written Plan Total (max 100 points)	
Presentation Total (max 200 points)	
SUB-TOTAL SCORE (Written plan + Presentation)	
Dress Code Violation Penalty *(-10% of the Total Score)*	
GRAND TOTAL TEAM SCORE	
TEAM RANKING	

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Marketing Plan Tally Scoresheet

Judge's Name *Judge's Signature* *Date*

Marketing Plan Tally Scoresheet								
Teams								
Written Plan Total (max 100 points)								
Presentation Total (max 200 points)								
Total (A+B)								
Dress Code Violation Penalty *(-10% of the Total Score)*								
Grand Total Team Score								
Team Ranking								

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Marketing Plan Leadership Development Event

Judges Comment Card

Team number: _____ Team Name: _____

Strengths of the team: _____

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Areas for improvement: _____

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Marketing Plan Leadership Development Event

Judges Comment Card

Team number: _____ Team Name: _____

Strengths of the team: _____

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Areas for improvement: _____

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