



IOWA

FFA ASSOCIATION

MARKETING PLAN
Career Development Event
This is a Skills CDE

Table of Contents

<u>Section</u>	<u>Page</u>
General Skills Career Development Event Rules	2
Overview	4
AFNR Content Standards	4
Event Rules	4
Event Format	5
Event Resources	6
Scoring and Ranking of Teams and Individuals	6
Awards	6
Event Materials	6

1055 SW Prairie Trail Pkwy
Ankeny, IA 50023
P: 515-965-7376
F: 515-965-7373
iowaffa.com

**AG SKILLS CAREER DEVELOPMENT EVENT
GENERAL POLICIES, RULES, RESULTS AND STANDARDS**

***Violations of any of the following rules may be grounds for the disqualification of the participants.**

I. Board Policies

The following board policies (<http://www.iowaffa.com/ffaboardpolicies.aspx>) apply directly or in part to Skills CDEs:

- Board Policy #2: Changes in Judging Event Answer Keys
- Board Policy #3: Changes to Judging Event Results
- Board Policy #11: Substitution of Team Members
- Board Policy #25: Advancement of Teams to National FFA Competition
- Board Policy #27: Use of Electronic Storage/Transmission Devices

II. Eligibly of Chapters and Participants

1. Each state event is open to all FFA chapters in good standing with the Iowa FFA Association. (Exception: Soils Career Development Event is open to the top five teams from each district competition.)
2. Local FFA advisors or their designee entering teams in the state event must register their intent to have a team on Iowa FFA On-Line (<http://anfmp01.dmac.edu/fmi/webd#>) by the due dates and registration fees listed below:

- | | |
|---|-----------|
| a. Before 14 days prior the event | No Charge |
| b. Between 14 days prior and day of the event | \$50.00 |

An invoice will be sent to the chapter for the appropriate entry fees at the end of the season.

3. A chapter may enter a separate team in each event held on a particular day. However, no member may participate in more than one Ag Skills Career Development Event on a particular day.
4. After an FFA Advisor registers the chapter's intent to enter a team, the names of the team members are expected to be entered on the Iowa FFA On-Line (<http://anfmp01.dmac.edu/fmi/webd#>) by noon three days prior to the event. Any member not listed on Iowa FFA On-Line will need to be registered as an FFA member using the National FFA MyFFA Account (<https://www.ffa.org>). Changes to online entries may be made the day of the event. State and National FFA Dues will be invoiced in accordance with Iowa FFA Association policies and by-laws.
5. A participant, at the time of his/her participation in the state event and selection as a national team member, must:
 - a. Be a current bona fide dues paying FFA member in good standing with the local chapter, state FFA Association and the National FFA Organization at the time of the career development event in which he/she participates.
 - b. Be a middle school or high school FFA member, (a graduating senior is considered eligible to compete in state and national career development events up to and including their first national convention following graduation). Middle school refers to students in grades 7-8 and high school refers to students in grades 9-12.
 - c. Have been enrolled in high school Agricultural Education during the current/most recent school year with the following exceptions: Meats, Livestock, Dairy Cattle and Milk Quality & Products-must have been enrolled the previous school year or be in grades 8-12 for the current year.
 - d. Currently be an active FFA member of the chapter making entry into the event.
6. A member may not participate in both a state 4-H and state FFA Career Development Event when said events are held on the same day.
7. Participation in one Ag Skills Career Development Event of its type will not exclude an active FFA member from participating in the future Ag Skills Career Development Event, if the participant still qualifies as a middle school or high school FFA member (Rule 5b) providing he/she was not on a state championship FFA CDE team or a national FFA participant in the said event.
8. No student may participate in more than one Career Development Event each year at the national level.

9. For the Soils Career Development Event, each district FFA advisor must email all results including a list of participants for each of the top five teams to the State FFA Executive Director within one business day of the district event.

III. Event Room Conditions

10. Any communication, verbal or non-verbal between participants during a career development event will be sufficient cause to eliminate the team member involved from the career development event. The only exception to this would be communication between team members during the team activity portion of a given career development event.
11. Any assistance given to a team member from any source other than the career development event officials or assistants will be sufficient cause to eliminate the team from the career development event.
12. No extra FFA members or other persons are permitted to view the state event until the completion of the event. The only people allowed in the event area during the event are participants and designated event workers. Observers and FFA advisors who are not working with the event will not be permitted in the event area while the event is in progress. The following are exceptions to this rule: the presentation portions of the Marketing Plan CDE and Ag Communications CDE at the Iowa FFA Leadership Conference.

IV. Participant Assignments

13. Each participant will be given an individual ID number by which he/she will be designated throughout the event. Contestant badges with identification numbers may be issued.
14. Teams will be divided into groups for individual activities. When possible, groups will be assigned to avoid having two participants on the same team in the same group.
15. Each participant will work on an individual basis throughout the event except during the FFA chapter team activity. Each team will submit one score card or product per team for the team activity.

V. Equipment and Dress Code

16. Participants are urged to bring and use clipboards during events to facilitate the holding of placing and grading cards. The clipboards are to be clean and free of markings. A few sheets of blank paper will be permitted for taking notes and recording results.
17. Calculators may be used with the FFA Career Development Events. They must be battery or solar operated, non-programmable and silent, unless otherwise listed in the specific Career Development Event rules.
18. Items needed for specific phases of each Career Development Event will be noted under their specific rules.
19. Participants are expected to observe the National FFA Code of Ethics and the Proper Use of the FFA Jacket during the career development events found in the Official FFA Manual (<https://www.ffa.org/about/who-we-are/official-manual>).
20. Official FFA dress is expected for all participants when appropriate. If official dress is not appropriate, official casual dress should be worn. Official casual dress shall consist of 1) FFA t-shirt or polo shirt and 2) khaki or nice denim pants or shorts.

VI. Event Results

21. In the event that ALL participants' scores are incorrect the board reserves the right to correct the results.
22. Each FFA advisor will receive the judging cards, score cards, answer sheets and results following a career development event and the presentation of awards. FFA advisors are not permitted to pick up event packets until after the awards presentation.

VII. AFNR Career Cluster Content Standards

AFNR Content Standards are specifically outlined within each respective Skills CDE.

Marketing Plan

2019 Chairperson: Rachael Stecklein, Arlington

Committee Personnel: Morgan Nosbisch, Riceville; Dan Doeing, Oelwein

I. Overview

- A. To develop an understanding of the marketing plan process through the development and presentation of a marketing plan.
- B. To provide an activity to focus student and community attention on the agri-marketing curriculum.
- C. To allow students to explore and prepare for possible careers in agri-marketing.
- D. To help develop partnerships and improve relations with agricultural industries, local FFA chapters and the general public.

II. AFNR Content Standards

CRP. 02. *Standard:* Apply appropriate academic and technical skills.

CRP.02.01.02. a. *Awareness Measurement:* Distinguish opportunities to apply academic learning to solve problems in the community (e.g., identify how to: stop businesses from closing, increase access to emergency services, eliminate hunger, reduce unemployment, etc.).

CRP. 07. *Standard:* Employ valid and reliable research strategies.

CRP. 08. *Standard:* Utilize critical thinking to make sense of problems and persevere in solving them.

CS.01. *Standard:* Analyze how issues, trends, technologies and public policies impact systems in the Agriculture, Food & Natural Resources Career Cluster.

CS.01.01. *Indicator:* Research, examine and discuss issues and trends that impact AFNR systems on local, state, national and global levels.

ABS.01. *Standard:* Apply management planning principles in AFNR businesses.

ABS.01.01. *Indicator:* Apply micro- and macroeconomic principles to plan and manage inputs and outputs in an AFNR business.

ABS.01.02. *Indicator:* Read, interpret, evaluate and write statements of purpose to guide business goals, objectives and resource allocation.

ABS.02. *Standard:* Use record keeping to accomplish AFNR business objectives, manage budgets and comply with laws and regulations.

ABS.05. *Standard:* Use sales and marketing principles to accomplish AFNR business objectives.

ABS.05.01. *Indicator:* Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.

ABS.05.01.01. a. *Awareness Measurement:* Distinguish and explain markets related to AFNR businesses (e.g. commodity markets, energy markets, etc.).

ABS.05.02. *Indicator:* Assess and apply sales principles and skills to accomplish AFNR business objectives.

ABS.05.03. *Indicator:* Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.

ABS.05.03.01. a. *Awareness Measurement:* Identify and explain marketing principles used in AFNR businesses (e.g., 4 P's-product, place, price, promotion; attention, interest, desire, action, etc.).

III. Event Rules

- A. Each school may enter a team composed of three participants. Members will not be scored individually but they will be scored as a team throughout. Team members must all be from the same chapter.
- B. Each participant will participate in ALL phases of the event. This includes the written plan and presentation.
- C. Participants shall report to the supervisor of the event at a registration time and location provided prior to event day.
- D. Three judges representing a mix of industry, education and marketing experience will be used.

- E. The team must submit an electronic copy of the marketing plan proposal in one PDF to the FFA Executive Director by April 1st. Plans submitted afterwards will not be scored.
- F. A team may continue to build their plan and return the following year to present potentially the same product with additions to their plan that may be suggestions from judges. Any change in team members constitutes an entirely new original plan. New product, new analysis, new value-added ideas, etc.
- G. Official FFA dress is required.

IV. Event Format

A. Phase One – Written Plan (100 Points)

1. Select a local community agricultural business and decide on the product, supply or service for the marketing plan. **Plan to work with an off-campus client. Do not use your chapter as a client.**
2. Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of existing products, supplies or service.
3. Written Plan (100 points)
 - a. Brief description of product, service and client. – 5 pts.
 - b. Analysis of the market – 30 points
 - c. Business proposition – 10 points
 - d. Strategies and Action Plan – 25 points
 - e. Projected budget – 15 points
 - f. Evaluation – 5 points
 - g. Technical and business writing skills – 10 pts.
4. A marketing plan deals with the future. A plan presented in 2015 should be for 2016, etc.
5. The document will not exceed eight written pages and must be ten point or more type size. A title page – project title, team name, chapter, and year shall be on page 1. The marketing plan shall be 5 pages. Appendices including surveys, graphs, maps, promotional pieces, etc. shall comprise 2 pages. The total of 8 pages are calculated on an 8.5”x11” basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8-8.5”x11” pages.
6. Written expression is important. Attention should be given to language, general appearance, structure and format.

B. Phase Two – Presentation (200 points)

1. Part A – Preliminary Presentation
 - a. Each team will present a five-minute overview of the product and plan being marketed. Five minutes shall commence from the time the team enters the contest room. No additional time is allotted for set-up and tear down. Two minutes of clarifying questions maybe asked by the judge.
 - b. The presentation should consist of an overview of the product, the market it is targeting, and marketing plan being proposed to reach that target audience.
 - c. Judges from each pool shall select no more than three teams to advance to the final round of competition.
 - d. Visual aids are permissible during both the preliminary and final presentation.
 - e. The committee reserves the option to adjust preliminary presentation lengths based on number of competing teams.
2. Part B – Final Presentation
 - a. Teams advancing from the Preliminary Presentations will be allowed five minutes to set-up, and three minutes to return the room as it was found. A live presentation not exceeding 15 minutes should be planned and given. A warning will be given after 12 minutes. Five points will be deducted from the final score for each minute or major fraction thereof, over 15 minutes. The presentation will be followed by up to five minutes of clarifying questions.
 - b. The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of marketing consultants, as found in the industry. The team will inform the judges of their role in the teams’ presentation.

- c. Visual aids shall be limited to the following: samples of the products, printed materials, charts and power point presentations.
- d. Scoring will be based on how effective visual aids are used, not how elaborate.
- e. The following equipment will be provided at the contest site; one tripod easel, projector screen, table and three chairs. **A projector will be provided in the finals round. Chapters should bring necessary connections.**
- f. The question and answer period will be used to ask questions clarifying points in the presentation and to determine student involvement in the preparation of contest materials.

V. Event Resources

- A. National FFA Core Catalog
 - 1. National Career Development Event Questions and Answers
 - 2. Power of Demonstration DVD
- B. Agricultural Marketing Resource Center, www.agmrc.org

VI. Scoring and Ranking of Teams

<u>Phase</u>	<u>Total Points Possible</u>
Written Plan	100
Presentation	200
Team Total	300

VII. Awards

Awards Sponsored through the National FFA Foundation

Champion Team	State Winning Plaque
---------------	----------------------

Awards Sponsored through the Iowa FFA Foundation

Champion Team	Cash Award for travel to National Convention
Reserve Champion Team	Plaque
Top 10 Teams	Rosettes
Members of Top 10 Teams	Rosettes
Top Team	Plaques
Written Plan	
Presentation	
All Teams/Individuals	Certificates

All awards are subject to available sponsorship.

VIII. Event Materials

- A. Event Scorecard

Marketing Plan Score Sheet

Chapter _____ Date _____ Judge _____

	Written Plan	
	Possible Points	Earned Points
DESCRIPTION OF PRODUCT/SERVICE AND CLIENT	5	
MARKET ANALYSIS		
Clients Status in current market	5	
Industry Trends	10	
Buyer profile and behavior	5	
Competition's SWOT analysis	5	
Product's/client's SWOT analysis	5	
Primary resources results (surveys/interviews)	5	
BUSINESS PROPOSAL		
Mission Statement	2	
Key Planning Assumptions	2	
Short and long-term goals	3	
Target Market	3	
STRATEGIES AND ACTION PLAN		
Product	1	
Price	7	
Place	5	
Promotion	7	
Position	5	
BUDGET (income statement, costs returns, accuracy)	15	
EVALUATION	5	
TECHNICAL & BUSINESS WRITING SKILLS	10	
WRITTEN PLAN TOTAL POINTS	100	

	Presentation	
	Possible Points	Earned Points
MARKETING PROCESS		
Brief description/client status	5	
Marketing analysis	10	
Primary research	35	
Business proposal	15	
Strategies/action plan	30	
Budget	25	
Evaluation	10	
COMMUNICATION	20	
• Examples explained, detailed		
• Speaking without notes, unrehearsed		
• Tone		
• All members participated		
• Eye contact		
• Mannerisms, gestures		
• Poised		
QUESTIONS AND ANSWERS	50	
Presentation Total Points	200	
SUB-TOTAL (Written and Presentation)	300	