

## CATA Curricular Code Change Proposal

<b>Contest:</b>	<b>Marketing Plan</b>	
<b>Proposed By:</b> (Name, School, Email)	Kaylyn Davenport, El Capitan, kdavenport@muhsd.org	
<b>Issue:</b> (Describe the reason/rationale for the proposed change.)		
The current contest allows for teams to bring props that are supposed to enhance the marketing plan. These props are expensive for chapters to obtain.		
<b>Please answer yes or no to ALL the questions below.</b>		
<b>This proposal will require a contest to open out of rotation.</b>		No
<b>The change will affect General Rules.</b>		No
<b>The change will affect the awards needed.</b>		No
<b>The proposed change will affect tabulations/scorecards.</b>		No
<b>The proposed change will affect contest forms.</b>		No
<b>The proposed change will affect contest hosting site. (e.g. additional facilities, new sections, additional scoring, etc.)</b>		No
<b>If you answered yes to any of the above questions, you need to include the following signatures:</b>		
<b>CATA Approved Contest Advisor's Signature</b>		
<b>CDE Host Site Contest Coordinator's Signature</b>		
<b>If you answered yes to any of the above questions, please explain.</b>		
*It is recommended that you, or a representative, attend the pre-conference governing board meeting to answer any questions regarding proposed curricular code changes to contests that are requested to be opened out of rotation.		

**Description: (Describe what is changing.)**

The changes will eliminate the opportunity for teams to bring additional props outside of what is provided by the contest site.

**Proposed CATA Code Change: (Only include the section that the proposed change pertains to – do not include the entire contest. Reference numbered section. If editing text show new text with old text in parenthesis. For large changes set track changes in the Word document and attach the file, with edits, to this document when submitting.)**

**Change Section V, Part C.**

**Current: (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.)**

**Proposal: Visual aids are limited to presentation only. No additional props are allowed.**

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<b>Issue:</b> (Describe the reason/rationale for the proposed change.)		
<p>In 2016, it was voted that the marketing plan contest match the national contest. All necessary changes were not updated in the state curricular code. These updates ensure the contest matches that national requirements, and also includes a more in depth rubric to match the national level. It also clarifies the tie breaker.</p>		
<b>Please answer yes or no to ALL the questions below.</b>		
<b>This proposal will require a contest to open out of rotation.</b>		Yes
<b>The change will affect General Rules.</b>		No
<b>The change will affect the awards needed.</b>		No
<b>The proposed change will affect tabulations/scorecards.</b>		Yes
<b>The proposed change will affect contest forms.</b>		Yes
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<b>If you answered yes to any of the above questions, you need to include the following signatures:</b>		
<b>CATA Approved Contest Advisor's Signature</b>		
<b>CDE Host Site Contest Coordinator's Signature</b>		
<b>If you answered yes to any of the above questions, please explain.</b>		
<p>The updates make explain a clearer method of determining a tiebreaker, and the new rubric will should be utilized by the judges.</p>		
<p><b>*It is recommended that you, or a representative, attend the pre-conference governing board meeting to answer any questions regarding proposed curricular code changes to contests that are requested to be opened out of rotation.</b></p>		

**Description: (Describe what is changing.)**

These updates ensure the contest matches that national requirements, and also includes a more in depth rubric to match the national level. It also clarifies the tie breaker.

**Proposed CATA Code Change: (Only include the section that the proposed change pertains to – do not include the entire contest. Reference numbered section. If editing text show new text with old text in parenthesis. For large changes set track changes in the Word document and attach the file, with edits, to this document when submitting.)**

See attached word document

PDF showing changes and new rubric:

<https://drive.google.com/file/d/1AOVlbcvBcyax4Ur5V7SA6wiAUoKaQZqk/view?usp=sharing>

# MARKETING PLAN

**Revised 6/2019**

## Purpose and Standards

The Marketing Plan Career Development Event seeks to effectively prepare students for the opportunities and expectations of the agricultural business workplace. Students seeking careers in the agricultural business industry must develop a high degree of knowledge and skill as well as the capacity to create and present a marketing plan. This competition should help to develop partnerships and improve relations with local agricultural industries, FFA chapters and the general public.

Foundation Standards: Mathematics 8.0, History – Social Science 12.2, 12.2.2, 12.2.10, Communications 2.0, Reading 2.3, Writing 1.3, Listening and Speaking 2.4, Problem Solving and Critical Thinking 5.0, Leadership and Teamwork 9.0

Agricultural Business Pathway Standards: A2.3, A7.1 - A7.6, A8.1 – A8.3

## Contestants

Teams shall consist of three members. Alternates are not allowed in this competition.

## Classes

Marketing Plan is a team competition with no individual scoring

Class	Team Points
Written Plan	100
Presentation	200
TOTAL	300

## Tiebreaker

~~The Oral Questions portion of the Presentation.~~ Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted, and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the rank of the teams' written plan scores will be used. If a tie still exists, the team with the lowest rank from the response to questions will be declared the winner.

## Sub-contest Awards

Sub-contest awards will be given ~~for~~ to high teams in the following areas: Written Plan, and Presentation.

## Requirements of the Host School

See equipment to be provided at the event site below.

## Rules

- I. Description
  - i) Marketing plan 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. It is intended as a competitive activity involving a team of three persons working for an agri-business, which serves the local community-thus supporting the FFA's outreach mission.

- ii) Local chapters may involve the entire chapter, a specific agriculture class, or a three-person team. The intent is to have a three-person team present 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 is presented in a five to eight page document and a live presentation before qualified judges. **Judges should have sufficient understanding of the marketing planning process.** Though only three individuals are on a team, any number of students may assist with the primary and secondary research.
- II. Written Plan - (100 points)
- A. Select an agricultural business that serves the community and decide on the product, or service for the marketing plan. Work with either existing or start-up situations. Plan to work with an off-campus organization. Do not use your chapter as a client.
  - B. Emphasis should be placed on the "value added" concept using marketing techniques to increase the value of products or services.
  - C. A marketing plan deals with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in 2007 should be for the year 2008. A two-year timeframe might be needed, which would mean the inclusion of the year 2009. Market plans may vary from one to ten years depending on your client and the type of product or service.
  - D. Brief description of product or service (product/service attributes – size, quality, etc.). (5 points)
  - E. The project outline should include the following aspects of the marketing process.
    1. Analysis of market – “Where are we now?” “Why were we hired?” (30 points)
      - a. Industry trends
      - b. Buyer profile and behavior
      - c. Competition’s strengths and weakness
      - d. Your product’s/firm’s strengths and weakness.
      - e. Original research results.
  - F. Business Proposition – “Where do we want to be?” (~~10~~20 points)
    1. Key planning assumptions (cite sources of information)
    2. Measurable and Attainable Goals - must be measurable, have completion date, be specific, and be attainable.
    3. Target Market – identify specific market segments, which achieve your goals
  - G. Strategies and Action Plan – How and when will we get there? (25 points)
    1. Product attributes: size, quality, service, etc.
    2. How will you distribute and sell?
      - a. marketing channels
      - b. physical distribution modes
    3. What will be the price structure?
    4. How will you promote the products? Which promotional activity or combinations of activities are appropriate for your product or service? How much promotion can you afford?
      - a. personal selling
      - b. direct sales promotion
      - c. public relations
      - d. advertising – mass media
    5. Develop a mission statement and predict competitor reactions, if any.
  - H. Projected budget – “How much will it cost to get there?” (~~15~~ 10 points)

- 1. What will be strategies cost?
- 2. Pro forma income statement which highlights cost of the strategies on an incremental or start-up basis
- 3. Calculate the financial return of the marketing plan
- I. Evaluation – “Did we get there?” (5 points)
  - 1. Specific measurement tools to measure the accomplishments of the goals at the end of the time period
  - 2. Recommendations for future action and contingencies
- J. Technical and business writing skills (10 points)
- III. Written Plan Procedures
  - A. One electronic PDF copy of the marketing plan must be emailed to the contest site by the Friday, one week prior to the State Finals.
  - B. Ten points will be deducted the first day that the document is late and two points per day for each additional day late.
  - C. The document will not exceed eight pages (single sided) and must be ten point font or larger **and not less than a 1 inch margin:**
    - 1. Title page – project title, team name, chapter name, state, and date (1 page)
    - 2. Text and Appendices – Marketing plan, surveys, graphs, maps, promotional pieces, etc. (7 pages)
  - D. Total eight pages
  - E. The eight pages are calculated on an 8 ½” X 11” basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8 – 8 ½” X 11” pages.
  - F. Written expression is important. Attention should be given to language, general appearance, structure, and format.
- IV. Scoring the Written Plan
  - A. The maximum score on the written plan is 100 points. Five areas are considered in scoring the written plan, as follows:

Product/Service Description	5 points
Market Analysis	30 points
Business Proposal	<del>10</del> 20 points
Strategies and Action Plan	25 points
<del>Evaluation-Budget</del>	<del>-5</del> 10 points
<del>Budget Evaluation</del>	<del>15</del> 5 points
Technical and Business Writing Skills	<del>10</del> 5 points
Total Points Possible	100 points

- V. Live Presentation (200 points)
  - A. Each team will be allowed 5 minutes to set up. Deductions will be made for teams that exceed the 5 minute time limit. There will a loss of five (5) points for every minute over the 5 minutes allowed, beginning at 5:01. A live presentation not exceeding 15 minutes duration should be planned and given. The timekeeper shall be responsible for keeping an accurate record of time. Five points will be deducted from the final score for each minute or major fraction thereof, over 15 minutes for the presentation. The presentation will be followed by 10 minutes maximum of both clarifying and general marketing questions. Each team will be given three minutes to reset the equipment as they found it after the presentation.

- B. The focus of the presentation should be to 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.
- C. 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.
- D. Before the presentation, teams are allowed to hand judges one single sided, 8.5"x11" page with changes/corrections to the written plan. No other handouts or samples are allowed.
- E. The following equipment will be provided at the event site:
  - 1. Two tripod easel (24"x 36")
  - 2. One screen
  - 3. One podium
  - 4. Table and three chairs
- F. If there is an equipment failure during the presentation, the team will be allowed five minutes to set up again.

VI. Scoring the Presentation

- A. The maximum score on the presentation is 200 points. Scoring is as follows:

Brief Description/Client Status	5 points
Market Analysis	10 points
Primary Research	35 points
Business Proposal	15 points
Strategies/Action Plan	30 points
Budget	25 points
Evaluation	10 points
Communication	20 points
Question and Answer	50 points
Total Points Possible	200 points

VII. Time Allowance

- A. The maximum time allowed for the presentation is 15 minutes. The timekeeper shall be responsible for keeping an accurate record of time. Five points are to be deducted from the final score for each minute or fraction thereof that a presentation runs over 15 minutes.

VIII. Event Rules and Format

~~A. Mail Plan~~ Email Plan

- 1. ~~Three copies of the plan must be received by contest site on the Friday, one week prior to the State Finals Contest.~~ One electronic PDF copy of the marketing plan must be emailed to the contest site by the Friday, one week prior to the State Finals. Ten points will be deducted the first day that the document is late and two points per day for each additional day late.

B. Judges

- 1. Three qualified judges will be used. If more than twelve teams are in an event, two sets of judges should be used for the preliminary rounds and an additional set of judges for the final round. The top two scoring teams from each room will advance to the finals.



2. Judges should be selected to represent a mix of industry, education, and communication, if possible. They should have **some** understanding of the marketing planning process.
  3. At the time of the contest, the judges will be seated in different sections of the room in which the contest is held. They will individually score each team upon the delivery of the plan, using the score sheet provided.
  4. Teams shall be ranked in numerical order on the basis of final score to be determined by each judge without consultation with each other. The judges' ranking on each team shall then be added by the contest superintendent in view of the three judges and the winning team shall be the team whose total ranking is the lowest. Other placings shall be determined in the same manner (low rank score method of selection). ~~In case of a tie, the team who has the highest grand total score should win.~~
  5. **Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted, and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the rank of the teams' written plan scores will be used. If a tie still exists, the team with the lowest rank from the response to questions will be declared the winner.**
  6. The judges will give a written evaluation after the finals and scoring is completed. The scorecards will be returned to the teams in the awards packet handed out at the awards ceremony.
  7. A timekeeper will be designated and cannot be one of the three judges.
- C. Room Arrangement
1. Each team will be allowed 5 minutes to set up before their 15-minute allowance begins and 3 minutes to reset the equipment as they found it after the presentation. If there is an equipment failure during the presentation, the team will be allowed five minutes to set up again.
  2. Official FFA dress is required.
  3. Only presenting team members will be allowed to set up for the contest. Advisor assistance is not allowed.
  4. Prior to the beginning of the contest, all contestants will be held in a holding room.
  5. Only teams who have presented may remain in the presentation room.
  6. All non-contestants can enter or exit the presentation room to observe between presentations.

**60 Day Timeline**

Day	Responsibilities
1	Choose Project Off Campus
	Local - Retail
10	Existing Research (Secondary) Completed
	Sources Market Analysis
15	Pretest Survey/Focus Group
	10 Administered
25	50 surveys Completed
	Competitive Interviews
30	All Research Analysis Completed
	Establish Objectives
	1-3 year horizon
	Define target and develop sales forecast
45	Turnkey Strategies Developed for Achieving Objectives
50	Budget Finished
	Incremental/Marginal Analysis
	ROI
55	Develop Presentation Visuals
	Finish Written Outline
56	Practice, Practice, and Practice
60	Present

**Marketing Plan Score Sheet**

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

Judge \_\_\_\_\_

	Allowed	Earned	Comments
<b>Written Plan</b>			
<b>Description of Product/Service and Client Status</b>	5		
<b>Market Analysis (30 Points)</b>			
Clients Status in Current Market	5		
Industry Trends	5		
Buyer Profile and Behavior	5		
Competition's SWOT Analysis	5		
Product's/Client's SWOT Analysis	5		
Primary Research Results (surveys, focus groups, interviews)	5		
<b>Business Proposal (10 Points)</b>			
Mission Statement	2		
Key Planning Assumptions	2		
Short and Long Term Goals	3		
Target Market	3		
<b>Strategies and Action Plan (25 Points)</b>			
Product	1		
Price	7		
Place	5		
Promotion	7		
Position	5		
<b>Budget (Income Statement, Costs, Returns, Accuracy)</b>	15		
<b>Evaluation</b>	5		
<b>Technical and Business Writing Skills</b>	10		
<b>Written Plan Total Points</b>	<b>100</b>		

<b>Presentation</b>			
<b>Marketing Process (130 Points)</b>			
Brief Description/Client Status	5		
Market Analysis	10		
Primary Research	35		
Business Proposal	15		
Strategies/Action Plan	30		
Budget	25		
Evaluation	10		
<b>Communication</b>	20		
<ul style="list-style-type: none"> <li>● Examples Explained, Detailed</li> <li>● Speaking Without Notes, Unrehearsed</li> <li>● Tone</li> <li>● All Members Participated</li> <li>● Eye Contact</li> <li>● Mannerisms, Gestures</li> <li>● Poised</li> </ul>			
<b>Question &amp; Answers</b>	50		
<b>Presentation Total Points</b>	<b>200</b>		
<b>Written Plan Total Points</b>	<b>100</b>		
<b>Total Overall Points</b> (Total of Written Plan and Presentation Points)	<b>300</b>		
<b>Deductions</b>			
Deduct 5 points for each minute, or major fraction thereof, the presentation went over 15 min.			
Deduct 30 points for improper Written Plan format.			
<b>Final Score</b> (Subtract Deductions from Overall Score)			

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, 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	
<b>Market Analysis</b>						
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 a 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 buyer 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 business environment	Data collection plan is unorganized and not supported by business environment		x 1	
<b>Business Proposal</b>						
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 Assumptions	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	
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 are not time-bound.	Goals are missing or are irrelevant to the business.		x 1	
Target Market	Clearly identified by demographics and product/service meets 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	
<b>Strategies and Action Plan</b>						
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 target market	Location is accessible for target market	Location is not very convenient for target market		x 1	

Promotion	Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available	Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available	Promotional material does not make 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 clearly determined	Unique selling position (USP) in the market is somewhat determined	Unique selling position (USP) in the market is not determined		x 1	
<b>Budget</b>						
Budget	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	
<b>Evaluation</b>						
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	
<b>Technical Business Writing</b>						
	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	
Deduction: Written plan received after deadline. Deduct 10 percent of possible plan score or 10 points.						
Deduction: Five points deducted for incorrect written plan format.						
					<b>WRITTEN MARKETING PLAN TOTAL POINTS</b>	

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
<b>Marketing Process (Understanding and clear presentation of the six parts of the marketing plan)</b>						
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 or demonstration of 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 that 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 •Position	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 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	
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 Answer	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	
				<b>Presentation Total Points</b>		
Deduction: Five points for each minute, or major fraction thereof, presentation went over 15 minutes.						
				<b>Written Plan Total Points</b>		
<i>Sub-total (Written and Presentation)</i>						
<b>NET TOTAL POINTS</b>						
<b>TEAM RANKING</b>						