

## CATA Curricular Code Change Proposal

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|---|--|
| <b>Contest:</b>   |  |
| <b>Proposed By:</b><br>(Name, School, Email)  |  |
| <b>Issue:</b> (Describe the reason/rationale for the proposed change.)  |  |
|   |  |
| <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>  |  |
| <b>The change will affect General Rules.</b>  |  |
| <b>The change will affect the awards needed.</b>  |  |
| <b>The proposed change will affect tabulations/scorecards.</b>  |  |
| <b>The proposed change will affect contest forms.</b>   |  |
| <b>The proposed change will affect contest hosting site.<br/>(e.g. additional facilities, new sections, additional scoring, etc.)</b>   |  |
| <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><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.)

**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.)

# MARKETING

## Revised 6/2018

The contest is sponsored by the Agricultural Council of California.

### Purpose and Standards

The Marketing event seeks to effectively prepare the students with the practices and operations of Agricultural Cooperatives. Workers seeking careers in cooperative marketing must not only develop a high degree of knowledge and skill they must also develop the ability to solve difficult problems. This event blends the testing of manipulative skills and knowledge required for careers in operations and marketing. California Career Technical Education Model Curriculum Standards addressed by this event include:

Foundation Standards: Mathematics Algebra, 10,12,15, Social Science 12.2, 12.2.2, 12.2.3, 12.2.5, 12.2.6, Reading 2.1, Responsibility and Flexibility 7.0 (7.1- 7.6), Ethics and Legal Responsibilities 8.0 (8.1-8.4), Leadership and Teamwork 9.0 (9.1-9.6).

Agricultural Business Pathway Standards: A1.1, A1.2, A1.3, A1.4, A2.2, A2.3, A4.1, A6.1, A6.2, A7.1, A7.2

### Contestants

- Teams shall consist of three to five members. The scores of the three highest team members shall be used for the team score. All team members are eligible for individual awards.
- To be eligible for the State Contest, a chapter must have participated in a Sectional Marketing Contest during the current school year. All teams participating at the sectional contest are eligible to compete at the state contest. Each Sectional contest host school will submit a list of chapters and individuals participating at the sectional contest to state staff.
- Partial teams will be allowed to compete

### Classes

| Class        | Individual Points | Team Points |
|--------------|-------------------|-------------|
| Written Test | 100               | 300         |

### Tie Breaker

1. Tie scores for individuals and teams will be resolved using the math problems.
2. If a tie still exists the true/false questions will be used.
3. Finally, if a tie still exists the multiple choice questions will be used.

### Rules

- I. The contest consists of **two test** written examination **with a combined score of** a 100 points, based on the booklet *Exploring Farmer Cooperatives* provided by the Agricultural Council of California, *Co-Ops 101 An Introduction to Cooperatives* (Cooperative Information Report 55), and *Cooperatives in Agribusiness* (Cooperative Information Report 5).
  - A. No other source of information is considered valid for responses to the contest test questions with the exception of problems requiring mathematical solutions. Such questions are based on principles described in the official texts and on generally accepted mathematical techniques.

- II. Contest emphasis is on the subjects of farm product marketing in general, and farmer cooperation in particular, as described in the *Exploring Farmer Cooperatives booklet, Co-Ops 101 An Introduction to Cooperatives* (Cooperative Information Report 55), and *Cooperatives in Agribusiness* (Cooperative Information Report 5).  
A general knowledge of the following is required:
  - A. The importance of the subject of marketing to farmers and students.
  - B. The elements of successful marketing.
  - C. The principles of cooperation as they apply to marketing, bargaining, purchasing and service associations.
  - D. The farmer's choices in means of marketing his products.
  - E. Practical aspects of organizing, operating and managing a farmer cooperative.
  - F. Terms commonly used in marketing and cooperatives.
  - G. Basic mathematical techniques for computing averages, percentages, etc. These figures should be rounded off to the nearest one- hundredths (eg. 162.67 people or \$324.16).
  - H. Miscellaneous data on California agriculture, agri-careers and cooperative history.
- III. A chapter may bring up to 15 individuals to a sectional contest. All participants will be eligible for individual awards. The three highest scoring individuals from a chapter will comprise a team.
- IV. There is a minimum of two teams required to hold a valid sectional contest.
- V. To be eligible for the state contest a team must have participated in a valid sectional marketing contest during the current school year. All teams participating at the sectional contest are eligible to compete at the state contest.
- VI. In the event a local chapter is the only chapter within a section wishing to participate in the competition and qualify for state finals, that chapter team shall be allowed to participate in a valid sectional contest in another section. The section in which that chapter shall participate shall be determined by the Regional Supervisor of Agricultural Education prior to the section contest.
- VII. The Agricultural Council of California provides monetary awards for the top three high individuals, the amounts awarded will be determined each spring by the Ag Council.