



Georgia FFA Association MARKETING PLAN CDE

I. OVERVIEW

The Marketing Plan CDE is a team event designed to develop an understanding of the marketing plan process, and to allow students to explore and prepare for possible careers in agri-marketing. Students research and present a marketing plan for an agricultural product, supply, or service. It is a competitive activity involving a team of three persons working for a local community agri-business to support the FFA's outreach mission.

II. PURPOSE

For students to gain understanding of the marketing process by developing and presenting a marketing plan.

III. ELIGIBILITY

This event is open to students in grades 9-12 who are agricultural education students, and paid members of a chartered FFA chapter. Each member must be a member of the chapter registering them, and each student's name must appear on the chapter's FFA roster at least 10 days prior to competition above the chapter level.

IV. SPECIAL NEEDS REQUEST

To report any special needs or request special services for a student to compete in a Career Development Event or FFA Award area (Area or State level), it is the responsibility of the FFA advisor to provide a detailed and specific request and explanation in writing. Requests should include written documentation from the school system verifying the IEP and need being requested. Written requests must be submitted to the CDE Superintendent prior to registering for the CDE/event (at least 3 weeks prior to the date of competition.)

V. RULES

- 1). The event is limited to one team per chapter at the area level.
- 2). The top two teams from each area will compete at the state level.
- 3). Team Make-up: A team representing a chapter will consist of three members.
- 4). It is highly recommended that participants be in official FFA dress at all events.
- 5). At least three qualified judges representing a mix of industry, education and communications will be used. If more than six teams are in a section, two sets of judges should be used.
- 6). The judges will give a written evaluation after the finals and scoring is completed.
- 7). Six (6) copies of the plan must be submitted three weeks prior to the state contest.
- 8). A timekeeper will be designated, possibly from one of the three judges.
- 9). All marketing plans must be the original work of the current CDE team members. Marketing Plans used in previous years should only be used as a source of information, and must be documented as a source.

VI. EVENT FORMAT

The Marketing Plan CDE consists of two parts: 1) a Written Plan and 2) a Live Presentation.

Written Plan consisting of the following:

- 1) Description of product or service
- 2) Analysis of the market
- 3) Business Proposition
- 4) Strategies and Action Plan
- 5) Projected Budget
- 6) Evaluation
- 7) Technical & business writing skills

The document should not exceed eight pages and must be ten point or larger type size.



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VI. EVENT FORMAT (continued)

B) Live Presentation

VII. SCORING

Written Plan – 35 points

Live Presentation – 65 points

VIII. TIE BREAKER

Ties will be broken based on the greatest number of the 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 event superintendent will rank the team's response to questions. The team with the lowest rank from the response to questions will be declared the winner. If a tie still exists then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.

IX. AWARDS

Awards shall be determined each year by the Board of Trustees of the Georgia FFA Foundation. The event is made possible through the Georgia FFA Foundation as a special project of an industry sponsor or from the Foundation General Fund.

X. REFERENCES

National FFA Career Development Events Handbook