



# Georgia FFA Association MARKETING PLAN CDE

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## **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 marketing plans.

## **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.
2. Team Make-up: A team representing a chapter will consist of three members.
3. It is highly recommended that participants be in official FFA dress at all events as outlined in the Official FFA Manual.
4. At least three qualified judges representing a mix of industry, education and communications will be used.
5. The judges will give a written evaluation after the finals and scoring is completed.
6. Six (6) copies of the plan must be submitted three weeks prior to the state CDE.
7. A timekeeper will be designated, possibly from one of the three judges.
8. All marketing plans must be the original work of the current CDE team members.

## **VI. EVENT FORMAT**

The Marketing Plan CDE consists of two parts:

- 1) A Written Plan
- 2) A Live Presentation



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## A) Written Plan:

### 1. Instructions

- a. Teams should select an actual local agri-business, either an existing or start-up enterprise, that serves the community and decide on the product or service for the marketing plan. Teams should work with an off-campus organization; they should not use their 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 is concerned with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in the current year should be developed for the following year. A three-year timeframe may be needed, which would mean the inclusion of the two years following the current year.
- d. The project outline should include the following aspects of the marketing process:
  - i. Brief description of product or service (product/service attributes: size, quality, etc.) – 5 pts.
  - ii. Market analysis – 30 pts.
    1. Client’s status in current market
    2. Industry trends
    3. Buyer profile and behavior
    4. Competition’s SWOT analysis
    5. Product’s/client’s SWOT analysis
    6. Primary research results (surveys, focus groups, interviews)
  - iii. Business proposition – 10 pts.
    1. Develop a mission statement
    2. Key planning assumptions (cite sources of information)
    3. Short and long-term goals - Must be measurable, specific, attainable and have completion dates
    4. Target market – Identify specific market segments which achieve the goals
  - iv. Strategies and action plan – 25 pts.
    1. Product
    2. Price
    3. Place
    4. Promotion
    5. Position
  - v. Projected budget – 15 pts.
    1. What will the strategies cost?
    2. Pro forma income statement which details the realistic costs and returns of the marketing strategies
    3. Calculate the financial return of the marketing plan
  - vi. Evaluation – 5 pts.
    1. Establish benchmarks to track progress toward goals
    2. Identify specific tools to measure established benchmarks
    3. Recommendations for alternative strategies, if benchmarks are not reached
  - vii. Technical and business writing skills – 10 pts.



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## 2. Procedures

- a. The document should not exceed eight (8) single-sided, 8.5"x11" pages and must be ten point or larger type size. Different formats and page sizes can be used as long as the document does not exceed the equivalent of eight (8) single-sided, 8.5" x 11" pages. A five (5) point deduction will be applied to all marketing plans that do not follow these guidelines.
  - i. Title page - 1 page
    1. Project title
    2. State name
    3. Chapter name
    4. Chapter number
    5. Year
  - ii. Text and appendices - 7 pages
    1. Marketing plan
    2. Surveys
    3. Graphs
    4. Maps
    5. Promotional pieces
  - iii. Written expression is important. Attention should be given to language, general appearance, structure and format. Technical & business writing skills

## B) Live Presentation

1. The team assumes the role of a marketing consultant. The judges assume the role of the selected client.
2. Each team will be allowed five minutes to set up before their 15 minute time allowance begins. After the presentation, teams are required to reset the equipment as they found it.
3. In the case of equipment failure, every effort will be made to rectify the problem as quickly as possible; however, at the judges' discretion, a team may be asked to move forward with the presentation. A back-up plan is recommended.
4. The live presentation should not exceed fifteen minutes. Five points will be deducted from the final score for each minute or major fraction thereof, over fifteen minutes for the presentation. The timekeeper shall be responsible for keeping an accurate record of time.
5. Each member of the team should participate in the question and answer session.
  - a. The preliminary presentation will be followed by five minutes maximum of clarifying questions.
  - b. In the final round, the presentation will be followed by twelve minutes maximum of both clarifying and general marketing questions.
6. Visual aids are only limited by your imagination. Do not assume that the lights can be adjusted or the competition room can be 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.
7. 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.



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## **VII. SCORING**

The Marketing Plan will be scored using a 100 point rubric, and the Presentation will be scored using a 200 point rubric. In the preliminary round, a team's plan score (max of 100) will be combined with their presentation score (max of 200) to get a total score for each judge. The combination of scores will be used to advance teams to the final round (2 teams per preliminary flight).

In the final round, each team's plan score (maximum of 100) will carry over and be added to the presentation score (from the finals round) to reach a new total score.

## **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



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Marketing Plan Career Development Event

2012-2016

## Written Marketing Plan Score Sheet

State: \_\_\_\_\_

Chapter: \_\_\_\_\_

Team No.: \_\_\_\_\_

	Possible Points	Earned	Comments
<b>DESCRIPTION OF PRODUCT/SERVICE AND CLIENT STATUS</b>	5		
<b>MARKET ANALYSIS</b>	30		
Client's 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</b>	10		
Mission statement	2		
Key planning assumptions	2		
Short and long-term goals	3		
Target market	3		
<b>STRATEGIES AND ACTION PLAN</b>	25		
Product	1		
Price	7		
Place	5		
Promotion	7		
Position	5		
<b>BUDGET</b> (income statement, costs, returns, accuracy)	15		
<b>EVALUATION</b>	5		
<b>TECHNICAL &amp; BUSINESS WRITING SKILLS</b>	10		
<b>Deduction</b> – Written plan received after post-mark deadline. Deduction 10% of possible written plan score (or 10 points).			
<b>Deduction</b> – Five (5) points deducted for incorrect written plan format .			
<b>WRITTEN PLAN TOTAL POINTS</b>	<b>100</b>		

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Marketing Plan Career Development Event

2012-2016

## Marketing Plan Presentation Scorecard

State: \_\_\_\_\_

Chapter: \_\_\_\_\_

Team No.: \_\_\_\_\_

	Possible Points	Earned	Comments
<b>MARKETING PROCESS</b> (understanding and clear presentation of the six parts of the marketing plan)	130		
Brief description/client status	5		
Marketing analysis	10		
Primary research	35		
Business proposal	15		
Strategies/action plan	30		
Budget	25		
Evaluation	10		
<b>COMMUNICATION</b> <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>	20		
<b>QUESTIONS AND ANSWERS</b>	50		
PRESENTATION TOTAL POINTS:	200		
WRITTEN PLAN SCORE	100		
SUB-TOTAL (WRITTEN & PRESENTATION):	300		
<b>Deduction</b> – Five (5) points for each minute, or major fraction thereof, presentation went over fifteen (15) minutes			
<b>NET TOTAL POINTS</b>			
<b>Team Ranking:</b>			

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_