



# **Marketing Plan CDE**

## **Purpose**

The Marketing Plan Career Development Event is designed for FFA members to develop, practice, and demonstrate skills needed in seeking employment in the agricultural industry. Each part of the event simulates “real world” activities that will be used by industry employers.

Through participation in this event, students will develop an understanding of the marketing plan process by developing an activity to focus student and community attention on agriculture. Students explore and prepare for possible careers in agrimarketing, and develop partnerships through improved relations with agricultural industries, local FFA chapters, and the general public.

## **State Event Superintendent**

The superintendent for this event is Mrs. Carmen Bracey, State FFA Coordinator, NCSU, Campus Box 7654, Raleigh, NC 27695-7654. Phone: 919.513.0216 Fax: 919.513.3201  
Email: carmen\_bracey@ncsu.edu

## **Eligibility and General Guidelines**

This event is open to all FFA chapters and FFA members in good standing. FFA Members may not participate in a Career Development Event that leads to a state level event after July 1, following their high school/early college graduation. Members of a previous state winning team are ineligible. A team will consist of three members. All team members must participate in the presentation. No alternates are allowed in state events.

The use or possession of cellular phones or any other mobile electronic communication device is prohibited during any state-level career development event. Any violation of this rule by any team member will result in total team disqualification.

Any member found cheating in any state-level career development event will result in total team disqualification for that event.

The North Carolina FFA Association, in keeping with the FFA mission and purposes, does not permit the use of tobacco products, e-cigarettes, vapes, or Juuls at any FFA facility or at any FFA activity.

In compliance with the Americans with Disabilities Act, NC FFA will honor requests for reasonable accommodations made by individuals with disabilities. Please direct accommodation requests to: Carmen Bracey at carmen\_bracey@ncsu.edu. Requests can be served more effectively if notice is provided at least 10 days before the event.



## **Middle School Participation**

Middle school students and teams may participate in any Career Development Event or Leadership Development Event. The top three middle school participants will be recognized in each division of an event. Middle school participants should designate during registration.

## **Dress Code**

Participants are required to follow the North Carolina FFA Career Development Event Dress Code. Official dress for an FFA member includes: an official FFA jacket zipped to the top, black slacks and black socks/nylons or black skirt and black nylons, white collared blouse or white collared shirt, official FFA tie or official FFA scarf, black dress shoes with closed heel and toe.

The North Carolina FFA Association strives to promote a positive image at all Official FFA Events. The dress code policy was established to address the issue of appropriate attire at all Official FFA Events. Members should adhere to this policy for all events. A ten percent reduction will be applied to all individual scores from a chapter if a participant from that chapter violates the dress code during that career event.

## **Procedures for Administering the Event**

The Marketing Plan Career Development Event 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.

A three-person team presents 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 the team presents in a five to eight-page document and a live presentation before qualified judges.

### Project Outline/Research Results (35 Points)

- A. Select a local community agricultural business that serves the community and decide on the product or service for the marketing plan for North Carolina. Work with either existing or start-up situations. Plan to work with an off-campus organization. Do not use your chapter as a client. The marketing plan must be for a local, community agricultural business. The business must sell a product or service that is a plant, animal, food, natural fiber, and/or is life sciences related. This product may or may not meet national CDE guidelines.
- 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 2015 should be for the year 2015. A two-year time frame might be needed, which would mean the inclusion of the year 2016. Market plans may vary from one to three years depending on your client and the type of product or service.



- D. The project outline should include the following aspects of the marketing process:
1. Analysis of market – “Where are we now?” “Why were we hired?” (10 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
  2. Business Proposition – “Where do we want to be?” (5 points)
    - a. Key planning assumptions (cite sources of information)
    - b. Measurable and attainable goals – must be measurable, have completion date, be specific, and be attainable.
    - c. Target Market – identify specific market segments, which achieve your goals.
  3. Strategies and Action Plan – “How and when will we get there?” (10 points)
    - a. Product attributes: size, quality, service, etc.
    - b. How will you distribute and sell?
      1. marketing channels
      2. physical distribution modes
    - c. What will be the price structure?
    - d. 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?
      1. personal selling
      2. direct sales promotion
      3. advertising – mass media
    - e. Develop a mission statement and predict competitor reactions, if any.
  4. Projected budget – “How much will it cost to get there?” (5 points)
    - a. What will the strategies cost?
    - b. Pro forma income statement which highlights cost of the strategies on an incremental or start-up basis
    - c. Calculate the financial return of the marketing plan
  5. Evaluation – “Did we get there?” (5 points)
    - a. Specific measurement tools to measure the accomplishments of the goals at the end of the time period.
    - b. Recommendations for future action contingencies

**\*\*Written plans should be submitted electronically to the state office one week prior to the event.**



### Written Plan Procedures

1. **Four** copies of the marketing plan must be submitted to the event coordinator one week prior to the event.
2. The document will not exceed eight pages and must be 10-point or more type size:
  - title page – project title, team name, state, and date [1 page]
  - text – marketing plan [5 pages]
  - appendices – surveys, graphs, maps, promotional pieces, etc. [2 pages]
  - Total 8 pages
3. Written expression is important. Attention should be given to language, general appearance, structure and format.

### Scoring the Written Plan

The maximum score on the written plan is 35 points. Five areas are considered in scoring the written plan, as follows:

Market Analysis	10
Business Proposal	5
Strategies & Action Plan	10
Evaluation	5
Budget	5
<b>Total Points</b>	<b>35</b>

### Live Presentation (65 Points)

- A. A live presentation not exceeding 15 minutes duration should be planned and given. 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 up to five minutes of “clarifying” questions, with at least one question for each member of the team.
- B. The focus of the presentation should be 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.



### Scoring the Presentation

The maximum score on the presentation is 65 points. Scoring is as follows:

Marketing Process	25
<i>Demonstrate understanding of the five parts of the marketing plan</i>	
Original Research	15
<i>Evidence of meaningful original market research</i>	
Questions and Answers	15
Effectiveness of Presentation	10
<i>Organization, professionalism, effectiveness of visuals and adherence to guidelines</i>	
<b>Total Points</b>	<b>65</b>

#### 1. Time Allowance

The maximum time allowed for the presentation is fifteen (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.

#### **2. Event Rules & Format**

Pre-registration with the State FFA Office is required prior to the event. This permits proper scheduling of rooms and judges.

#### **State Awards**

The awards for the state event will be presented annually at the state FFA convention to include a team 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place plaque and a travel monetary award.

#### **National Career Development Event Participation**

State winning teams advancing to national career development event participation will be automatically registered for the national event. It is the responsibility of the chapter FFA advisor to complete all necessary national certification forms and return them to the State FFA coordinator by the assigned due date.

State winning CDE teams that choose not to participate at the national level should contact the state office by September 1 prior to National Convention. Teams that fail to inform the state office prior to September 1 will be ineligible to participate in that same CDE for the next year (chapters may appeal to the State FFA Board of Directors). Teams that do not compete at the National Convention will be required to pay back the travel award.



## **Bibliography**

There are many marketing principles textbooks containing a marketing plan section. Also, there are many popular press books, guides, and software on “how to develop/create/write a marketing plan.” For more information see the [National FFA Career Development Events Handbook](#).



## North Carolina FFA Marketing Plan Career Development Event Score Sheet

Team Number: \_\_\_\_\_ Judge: \_\_\_\_\_

	Possible Points	Earned Points	Comments
<b>3. Written Plan</b>			
Market Analysis	10		
Business Proposal	5		
Action Plan	10		
Evaluation	5		
Budget	5		
<b>4. Total Points</b>	<b>35</b>		
<b>5. Presentation</b>			
6. Marketing Process (Understanding and clear presentation of the five parts of the marketing plan)	25		
Original Research (Involvement in solving a local community-oriented agribusiness marketing problem.)	15		
Effectiveness of the Presentation (Organization, professionalism, effectiveness of visuals and adherence to guidelines.)	10		
Questions & Answers	15		
<b>7. Total Points</b>	<b>65</b>		
Overall Score (Total of Written Plan, Presentation, and Question-and-Answer Session.)			
Deductions (Deduct 5 points for each minute, or fraction thereof, the presentation went over 15 minutes)			
Total Points minus Deductions			
Dress Code Violation (10% of Total Team Score)			
<b>8. FINAL SCORE</b> (Subtract deductions from overall score)			
General Comments:			

