



## ADVERTISING

**Category:** Objective Test  
**Type:** Individual

### Objective Competencies

Personal Selling and Sales Promotion; Traditional and Alternative Advertising Media; Consumer Behavior; Basic Marketing Functions; Branding and Positioning; Economy; Advertising Plan; Legal and Ethical Issues; Diversity and Multicultural Market; Public Relations; Creation of the Advertisement; Consumer-Oriented Advertising; Financial Planning; Communication; Consumer Purchase Classifications; Target Market; Market Segmentation; Product Development; Product Life Cycle; Price Planning; Channels of Distribution; Marketing Research; Effective Advertising and Promotional Messages; Budget; Financing Advertising Campaigns; Demographics; History and Influences; Advertising Industry and Careers; Supply Chain Management; Distribution Logistics; Internet; Self-Regulation; Careers; Advertising Workplace; Leadership, Career Development, and Team Building; Risk Management.

### Eligibility

- Each chapter may submit two competitors. Three regional winners will compete at the state level.
- Competitors must pay dues by March 1.
- A participant who placed first or second in this event at a previous State Leadership Conference or represented Virginia at a previous National Leadership Conference is not eligible.

### Procedure

A written objective test based on the previously listed *Competencies* will be administered. The test will be 50 minutes at regional level, 60 minutes at state level.

Participants must furnish their own no. 2 pencils and erasers. Calculators may be used in all written events as appropriate; however, no graphing calculators, phones, or other memory-storage devices are allowed in any event.

The number of awards presented will be determined by the judges. The maximum number of awards will be three (3) at the regional level and five (5) at the state level.