



## MARKETING

**Category:** Collaborative Objective Test & Team Performance (Role Play)  
**Type:** Individual or Team  
**Rating Sheet:** <http://www.fbla-pbl.org/media/Marketing-FBLA-Rating-Sheet.pdf>

### Overview

**RLC:** A 50-minute objective test will be administered.

**SLC:** Two (2) parts: a 60-minute objective test and interactive role play or presentation. Both are school-site tested. Team competitors will take one (1) objective test collaboratively.

### Objective Test Competencies

- Basic Marketing Functions
- Channels of Distribution
- Legal, Ethical, and Social Aspects of Marketing
- Promotion and Advertising Media
- Marketing Information, Research, and Planning
- E-Commerce
- Economics
- Selling and Merchandising

### Eligibility

- Each chapter may submit two teams; the top three regional teams will advance to the state level competition. The top ten schools with the highest SLC test score will present at the SLC. Finalists will be posted after the Opening Session of the SLC.
- Competitors must be registered to attend the SLC.
- Competitors must pay dues by March 1.

### Performance Guidelines (top 10 SLC scoring teams only)

**Case:** A marketing problem is proposed, and a solution is discussed.

- Two (2) 4"x6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Do not bring electronic devices to the competition.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.

### Timeline

*Test:* 50/60 minutes

*Prep:* 20 minutes

*Performance:* 7 minutes

*Warning:* 6 minutes

A panel of judges will select the winners; all decisions are final. 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.