

2025-2026 Competitive Events Guidelines

Advertising



Advertising challenges members to demonstrate their understanding of advertising principles and strategies through an objective test. This event explores topics such as media planning, branding, consumer behavior, and promotional techniques used to effectively reach target audiences.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Professionalism, Technology

Knowledge Areas

The number of questions per knowledge area is in parentheses.

- Basic Marketing Functions (4)
- Personal Selling & Sales Promotion (4)
- Traditional Advertising Media (4)
- Alternative Forms of Advertising Media (4)
- Branding & Positioning (4)
- Advertising & the Economy (4)
- Promotion (3)
- Advertising & Public Relations (3)
- The Advertising Plan (4)
- Creation of the Advertisement (3)
- Consumer-Oriented Advertising (3)
- Financial Planning for Advertising (5)
- Consumer Behavior (3)
- Consumer Purchase Classifications (4)
- Influences on Consumer Behavior (2)
- The Target Market (2)
- Market Segmentation (4)
- Product Development (2)
- Product Life Cycle (2)
- Price Planning (2)
- Channels of Distribution & Supply Chain Management (4)
- Types of Promotion (2)
- Marketing Research for Advertising (2)
- Developing an Effective Sales Promotion Strategy (2)
- Consumer-Oriented Advertising & Sales Promotion (2)
- Types of Communication (2)
- Effective Advertising & Promotional Messages (2)
- Legal & Ethical Issues Affecting Advertising (2)
- Ethics in Advertising (2)
- Advertising in a Multicultural Market (5)
- Diversity & Advertising (2)
- History of Advertising (1)
- Influences on Advertising (1)
- The Advertising Industry & Careers (2)
- The Internet & Advertising (1)
- Self-Regulation (1)
- Cross-Cultural Communication (1)

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.

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Region

Each chapter may enter two students in this event. Testing is school-site and proctored with careful monitoring to ensure the integrity of the test.

State

Top three (3) qualifiers of each region are eligible to compete at the State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - One individual or team event, and
 - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.

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- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the

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conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in [FBLA Connect](#). These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

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Study Guide: Knowledge Areas and Objectives

- A. Basic Marketing Functions
 - 1. Explain the marketing concepts and describe the benefits of marketing.
 - 2. Explain the functions in marketing goods and services.
 - 3. Identify the elements of the marketing mix (product, price, place, and promotion).
 - 4. Describe the process for new product and service development.
 - 5. Explain the rationale for extending product line.
 - 6. Explain the functions of packaging.
 - 7. Describe the importance of branding, packaging, and labeling.
 - 8. Describe factors (features, benefits, price, quality, competition, brand loyalty) used by marketers to position products and services.
 - 9. Identify and explain factors that influence a product's price (cost, quality, competition, brand loyalty).
 - 10. Demonstrate knowledge of basic advertising terms.
- B. Personal Selling and Sales Promotion
 - 1. Explain the steps involved in the sales process (generate leads, approach customers, determine customer needs, present the product, overcome objections, close the sale, follow up).
 - 2. Describe reasons why sales promotion is needed (influence consumer decisions, encourage trial of new products, strengthen brand loyalty, influence consumer behavior).
- C. Traditional Advertising Media
 - 1. Describe traditional types of advertising media (television, radio, print, direct mail, flyers and brochures, outdoor).
 - 2. Identify advertising media selection criteria (reach, frequency, lead time, cost).
- D. Alternative Forms of Advertising Media
 - 1. Recognize alternative forms of advertising media outlets (transit, aerial, cinema, product placement, directory).
 - 2. Describe the latest advertising media trends (video advertising, mobile advertising).
- E. Branding and Positioning
 - 1. Explain why branding is important to the success of a business.
 - 2. Describe product positioning strategies.
- F. Advertising and the Economy
 - 1. Identify economic factors that impact advertising.
 - 2. Describe how advertising stimulates the economy.
- G. Promotion
 - 1. Define promotional mix and explain its importance.
 - 2. Identify the steps in developing the promotional plan.
- H. Advertising and Public Relations
 - 1. Discuss the advantages and disadvantages of advertising.
 - 2. Explain the need for public relations.
- I. The Advertising Plan
 - 1. Identify the steps in creating an advertising plan (perform a SWOT analysis, set advertising objectives, determine the budget, develop the creative strategy, execute the plan, evaluate the plan).
 - 2. Recognize the various types of analyses that should be performed when creating an advertising plan.

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- J. Creation of the Advertisement
 - 1. Describe different advertising creative formats.
 - 2. Identify processes involved in the copywriting, art, and production stages of advertising.
 - 3. Describe various methods used to evaluate advertising effectiveness.
 - 4. Identify simple approaches to use in determining advertising effectiveness.
- K. Consumer-Oriented Advertising
 - 1. Define consumer-oriented advertising and explain how it is used.
 - 2. Describe how sponsorships can be used to make a connection with consumers.
- L. Financial Planning for Advertising
 - 1. Explain strategies used for setting the advertising budgets (percentage of sales, competition matching market share, objective and task, response model).
 - 2. Describe the financial reports a business can use for planning and operating the company.
 - 3. Describe factors that affect the advertising budget.
 - 4. Determine whether advertising spending generates brand awareness.
 - 5. Identify the cost for different forms of advertising.
 - 6. Explain the purpose of an advertising budget.
 - 7. Explain rate of return on advertising investment.
- M. Consumer Behavior
 - 1. Recognize the importance of understanding the customer's wants and needs.
 - 2. Identify the five-step consumer decision-making process.
- N. Consumer Purchase Classifications
 - 1. Distinguish between types of consumer purchases and recognize the level of consumer involvement in buying decisions.
 - 2. Describe different types of consumer products.
- O. Influences on Consumer Behavior
 - 1. Discuss consumer buying motives.
 - 2. Describe individual, social, and marketing influences on consumer behavior.
- P. The Target Market
 - 1. Define target market and advertising strategies to reach different targets.
 - 2. Explain the process for selecting target markets.
- Q. Market Segmentation
 - 1. Differentiate between market segmentation and mass marketing.
 - 2. Describe market segmentation categories.
 - 3. Define demographics.
 - 4. Explain how demographics influence advertising campaigns.
 - 5. Differentiate between buying habits and buying preferences.
 - 6. Explain how to select market segments that have market potential.
- R. Product Development
 - 1. Identify the stages of new product development.
 - 2. Explain the various levels of products and components that make up the product mix.
- S. Product Life Cycle
 - 1. Explain the stages of the product life cycle.
 - 2. Describe real-world applications of the product life cycle.
- T. Price Planning
 - 1. Discuss pricing objectives used by businesses when setting prices.

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2. Compare and contrast pricing strategies (price skimming, penetration pricing, competition pricing, supply and demand pricing).
- U. Channels of Distribution/Supply Chain Management
 1. Explain the functions of the channel of distribution and channel members (producers, retailers, wholesalers, transportation companies, warehouses, agents and brokers, consumers).
 2. Identify various distribution channel options (direct, indirect, multiple, nontraditional).
 3. Describe the processes involved in supply chain management (purchasing, processing orders, warehousing and shipping, managing supply chain risks).
 4. Identify factors that can influence supply chain decisions (international markets, outsourcing, digital distribution, eco-friendly practices).
 5. Define logistics and explain its role in distribution.
 6. Explain the importance of product storage, handling, and packaging in the distribution process.
- V. Types of Promotion
 1. Describe types of promotion (endorsements, word-of-mouth promotion, direct marketing).
 2. Explain the purpose and components of visual merchandising.
- W. Marketing Research of Advertising
 1. Explain the marketing research process (identify/define the problem, develop the research design, determine the method for collecting data, collect the data, analyze the data, report/present the data).
 2. Describe the benefits and limitations of marketing research.
 3. Define primary and secondary market research.
- X. Developing an Effective Sales Promotion Strategy
 1. Identify consumer sales promotions (coupons, price deals, rebates, premiums, loyalty marketing program sampling, contests, sweepstakes, point-of-purchase displays).
 2. Identify trade sales promotions (push money, deal loader, trade allowance).
- Y. Consumer-Oriented Advertising and Sales Promotion
 1. Explain the components of the communication process (sender, encoding the message, communication channel, receiver, decoding the message, noise, feedback).
 2. Explain the purposes of advertising and promotional communication.
 3. Explain the purpose of consumer-oriented sales promotions.
 4. Describe how direct marketing is used to reach consumers.
- Z. Types of Communication
 1. Explain why interpersonal communication is an important part of advertising and promotion.
 2. Describe other types of communication used by businesses.
- AA. Effective Advertising and Promotional Messages
 1. Explain the four C's (comprehension, connection, credibility, contagiousness) of communication.
 2. Describe how to create effective advertising messages.
- BB. Legal and Ethical Issues Affective Advertising
 1. Explain the need for government regulation of advertising and the role of the Federal Trade Commission.
 2. Describe the purpose of other government regulatory agencies.
- CC. Ethics in Advertising

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1. Identify the ethical aspects of advertising.
 2. Explain how the FTC assures truth in advertising.
- DD. Advertising in a Multicultural Market (Global Vision)
1. Recognize factors that have an impact on global marketing.
 2. Describe global marketing challenges facing marketers.
- EE. Diversity and Advertising
1. Describe the impact of diversity on advertising.
 2. Identify characteristics of growing ethnic markets.
 3. Explain advertising needs for different parts of the world.
 4. Explain the impact of multiculturalism and multi-generation on advertising activities.
- FF. History of Advertising
1. Explain how advertising has changes to meet the needs of changing times.
 2. Describe inventions that have impacted advertising.
- GG. Influences on Advertising
1. Describe environmental influences on advertising.
 2. Describe consumer influences on advertising.
- HH. The Advertising Industry and Careers
1. Explain how the advertising industry works.
 2. Describe careers in the advertising industry.
 3. Determine characteristics necessary for a successful career in advertising.
 4. Identify the skill set needed for a successful advertising career.
- II. The Internet and Advertising
1. Describe various types of internet advertising (e-mail, banner and pop-up advertising, search engine advertising, website advertising, blogs, social media advertising, Twitter).
 2. Explain what factors businesses should consider when using internet advertising (hits, page views, visits, unique visitors).
- JJ. Self-Regulation
1. Explain the concept of self-regulation and identify how it is applied in the advertising industry.
 2. Recognize how consumers can regulate business practices.
- KK. Cross-Cultural Communication
1. Recognize how verbal and nonverbal communication differ in other cultures.
 2. Explain the importance of the translation process in global marketing.