

# MARKETING

Marketing involves the distribution of products and services to the consumer. This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- basic marketing fundamentals (price, product, place, and promotion)
- channels of distribution
- legal and social aspects of marketing
- advertising media
- e-commerce
- international marketing
- marketing research
- marketing/information management
- ethics

## **NBEA STANDARDS REINFORCED BY EVENT**

Entrepreneurship: marketing, legal

Marketing: foundations of marketing, consumers and their behavior, external factors, the marketing mix, marketing research, the marketing plan

**CAREER CLUSTER(S):** Business, Management, & Administration; Marketing, Sales, & Service

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

A one-hour written objective test will be administered based on competencies and basic skills knowledge. Nongraphing calculators will be provided.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, Palm Pilots, or other memory storage devices are allowed.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners for national competition.