



PA FFA Marketing Plan

Virtual CDE



Chairperson Information

CDE Chairperson	Alexandra Barzydlo
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Basic Virtual CDE/LDE Guidelines

Event Type: Team	# of Team Members: 3
<u>Individual Materials List</u> <ul style="list-style-type: none"> Official Dress for presentation 	<u>Group Materials List</u> <ul style="list-style-type: none"> Written Plan and Visual Presentation Device with camera, microphone, and Zoom capabilities (such as a laptop computer)
<u>Pre-Event CDE Expectations</u> <ul style="list-style-type: none"> Submit written plan for evaluation by requested date: May 1 Practice “sharing screen” on Zoom to show presentation visual Confirm receipt of Zoom link 	

Virtual CDE/LDE Rules

CDE Component	Points	Component Description	Virtual Platform
Written Plan	100	A written document not to exceed 8 pages that goes over market trends, SWOT analysis, and marketing suggestions with budgetary impacts. **Rubric from National FFA is used	Email to Chair as a single file
Presentation	200	An oral presentation with visuals presented in less than 15 minutes to a panel of three judges to explain the product, trends, SWOT, and marketing suggestions as if the judges are the business client. *(50 of the 200 points are based on a Q&A) **Rubric from National FFA is used	Zoom with Shared Screen *Each team may log in to Zoom with up to 4 devices – 1-3 to show the presenters and one to host their shared screen *It is preferred that the device used for the shared screen belongs to and is controlled by the teacher in this format

Causes for Disqualification: None specific to the event. There is a 20-point deduction that may be imposed for late submission of the written plan. Plans are due by May 1. There are

also time deductions for going over 15 minutes.

Tie-breaker: Presentation judges are to individually rank the teams from 1-# based on the number of teams involved. These rankings are added to determine the winning team (low score wins). In the event of a tie, the team that had the most first place rankings from judges of the tied teams is determined to be the winner.

Resources

It is highly recommended that all participants reference the National FFA Website for materials. The Marketing Primer is an excellent resource to use and the rules and score sheets provided by National FFA are used for the PA State event. Also, Marketing Plan is filmed at Finals Hall at the National Convention each year so the top four presentations in the nation are available for viewing as you prepare in any given year.