**PA FFA Marketing Plan**

**Career Development Event**

***Chairperson Information***

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| **CDE Chairperson** | Lyndsay Wilcox |
| **Email** | wilcoxl@bsd.k12.pa.us |
| **Best Contact Number** | (724) 730- 8836 (cell phone – texting is an option) |
| **Contest Date/Times** | Wednesday Morning 2020 |
| **Contest Location** | Penn State Assigned Classroom – Presentation Room |
| **CDE Review Time** | Presentation Review Following Event |
| **CDE Review Location** | Penn State Assigned Classroom – Holding Room |

***Basic CDE Guidelines***

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| **Event Type:** Team | **# of Team Members:** 3 |
| Individual Materials List* none
 | Group Materials List* Presentation and Display Materials
* 2 Easels provided upon request
* Projector and computer are provided
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| Attire* Full, professional Official Dress
 | CDE At-A-Glance (List of major components)* Written Marketing Plan
* Presentation of Plan
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| Pre-State CDE Expectations* Written Marketing Plan emailed to wilcoxl@bsd.k12.pa.us by May 1
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| CDE Changes from Previous Years?* Items must be submitted May 1
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***CDE Rules***

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| **CDE Component** | **Points** | **Component Description** |
| 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 |
| 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 |
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| **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. There 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***

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| 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 National Convention each year so the top four presentations in the nation are available for viewing as you prepare in any given year. |