

2023-24 Competitive Events Guidelines

Introduction to Marketing Concepts



Introduction to Marketing Concepts provides members with the opportunity to demonstrate knowledge around introductory competencies in marketing. This competitive event consists of an objective test. It aims to inspire members to learn about basic marketing principles, actions needed to promote and sell products or services.

Event Overview

Division: High School (9th & 10th graders only)

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 50 minutes

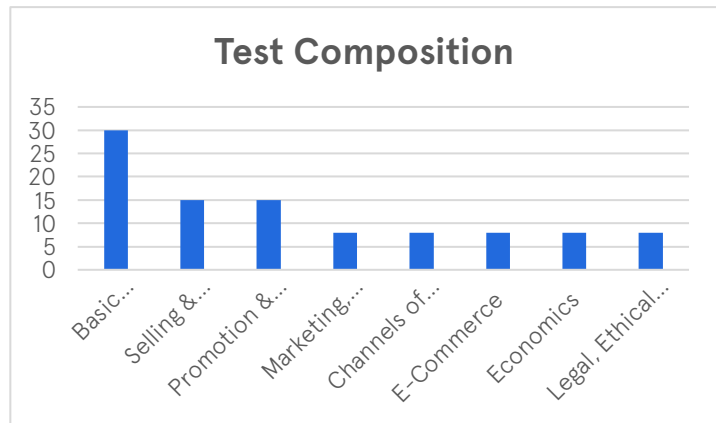
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil

Equipment FBLA Provides: One piece of scratch paper per competitor

Objective Test Competencies

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



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California FBLA Guidelines (State)

- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Bring a pencil to the testing site.

State

- Each local chapter may have three (3) competitors in this event.
- In addition, each member who does not advance to the final round in a prejudged state events listed below
 - American Enterprise Project, Business Plan, Coding & Programming, Community Service Project, Computer Game & Simulation Programming, Data Analysis, Digital Animation, Digital Video Production, Electronic Career Portfolio, Financial Statement Analysis, Future Business Educator, Graphic Design, Introduction to Business Presentation, Introduction to Social Media Strategy, Local Chapter Annual Business Report, Mobile Application Development, Partnership with Business Project, Public Service Announcement, Social Media Strategies, Visual Design, Website Coding & Development and Website Design
- can switch to one objective test only event listed below.
 - Accounting II
 - Cyber Security
 - Introduction to Marketing Concepts
 - Introduction to Parliamentary Procedure
 - Journalism
 - Networking Infrastructures
 - Organizational Leadership
 - Public Policy & Advocacy
 - UX Design
 - Any of the 12 middle school objective test only events
- The top four (4) places in state competition in this event will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.

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National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

Recognition

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

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

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Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

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

Electronic Devices

- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies and Tasks

- A. Basic Marketing Functions
 - 1. Explain the marketing concept and describe the benefits of marketing and their importance.
 - 2. Explain the seven functions involved in marketing goods and services.
 - 3. Identify the elements of the marketing mix (e.g., product, price, place, and promotion) and describe its contribution to successful marketing.
 - 4. Explain the concept of product mix and describe types of product mix strategies for various product classifications.
 - 5. Examine the legal aspects of product development (e.g., patents, copyrights, and trademarks).
 - 6. Describe the importance of branding, packaging, and labeling.
 - 7. Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business.
 - 8. Identify and explain the factors that influence a product's price (e.g., cost, quality, competition, and brand loyalty).
- B. Selling and Merchandising
 - 1. Describe the purpose and importance of selling.
 - 2. Describe the concepts and techniques used in selling and explain the steps in the selling process.
 - 3. Demonstrate the ability to translate product knowledge/customer service information into customer benefits.
 - 4. Explain the factors that influence customer buying motives and decisions.
 - 5. Examine the role of salespersons in building customer relationships.
 - 6. Demonstrate completing the sales transaction, including method of payment, and counting back change; the proper way to fold, wrap, and bag merchandise after a sale; and thanking customers and inviting them to return.
 - 7. Apply appropriate methods of handling customer inquiries, complaints, or difficult situations.
- C. Promotion and Advertising Media
 - 1. Explain the role of promotion as a marketing function and identify the major purpose of advertising.
 - 2. Identify the advantages and disadvantages of each type of advertising and promotional media. (e.g., radio, television, direct mail, outdoor, and newspaper).
 - 3. Explain the concept of promotional mix and identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, and personal selling).
 - 4. Explain concept and purpose of visual merchandising, display, and trade shows to communicate with targeted audiences.
- D. Marketing Information, Research, and Planning
 - 1. Identify the reasons for conducting market research.
 - 2. Explain marketing research methods and procedures.
 - 3. Identify sources of primary and secondary data.
 - 4. Identify ways to obtain market data for market research (e.g., surveys, interviews, and observations).
 - 5. Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, and geographic) and describe how it is used.

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6. Explain why a marketing plan is essential and identify the components of a marketing plan.
7. Describe how marketing information is used in business decisions.
- E. Channels of Distribution
 1. Explain the concept of distribution and identify the channels of distribution.
 2. Examine direct and indirect channels of distribution (e.g., wholesaler, agent, and broker) and when each is most appropriate to use.
 3. Identify shipping and receiving processes.
 4. Explain the transportation systems and services (e.g., motor, rail, water, air) used in distribution.
 5. Explain storing (e.g., cold storage, commodity, bulk) and warehousing options (e.g., distribution centers, public, and private) and procedures to store merchandise until needed.
- F. E-commerce
 1. Identify ways that technology including the Internet impacts marketing.
 2. Explain the impact of the Internet on marketing.
 3. Explain considerations in Web site pricing.
 4. Explain how a Web site presence can be used to promote a business or product.
- G. Economics
 1. Explain the concept of competition and describe ways competition affects marketing decisions.
 2. Explain the concept of profit in private enterprise and identify factors (e.g., economics, human, and nature) affecting a business' profit.
 3. Explain the concept of economic resources (e.g., land, labor, capital, and entrepreneurship).
 4. Explain the principles of supply and demand.
 5. Compare and contrast the types of economic systems (e.g., capitalism, socialism, and communism).
- H. Legal, Ethical, and Social Aspects of Marketing
 1. Identify ethical issues and their impact on marketing.
 2. Describe the ways in which special interest groups (e.g., pressure from government and labor groups) and changing cultural characteristics (e.g., aging population, single-person households, and mobility) influence marketing.
 3. Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of marketing in society.