

2023-24 Competitive Events Guidelines

Marketing, Sales & Communication Case Competition



The Marketing, Sales & Communication Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of marketing, sales and communication such as customer service, social media, marketing campaigns, marketing analysis, selling techniques, etc.

Event Overview

Division: Collegiate

Event Type: Team of 1, 2, 3 or 4 members

Event Category: Case Competition

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 12-minute presentation time, 5-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by FBLA: Table for preliminary round; table, projector & screen for final round

State

The State Leadership Conference has limitations on the number of competitive events a member may enter and compete in. Limited to a maximum of three (3) competitive events in total which may include:

- Limited to a maximum of two (2) National Qualifying Events
- Limited to a maximum of three (3) Objective Test Events

In order to be eligible to register for the State Leadership Conference, members must be registered and paid in FBLA Connect. Members will auto-populate in the chapter list of eligible attendees. Paid membership records auto-sync from FBLA Connect to the Blue Panda Conference Management System within 5 minutes.

Chapter advisers, parents, alumni, local administrators, teacher educators or other interested individuals are eligible to attend the State Leadership Conference. Every event attendee at the State Leadership Conference MUST be registered and paid by the registration deadline.

Cases for Case Competition events will be made available by National FBLA in mid-January.

Case Competition events take place on the first and second day of the State Leadership Conference in person. Chapters are asked to bring their own computers for presentations that permit equipment and present directly from their device. Iowa FBLA does not provide technical support during the conference for school or personal devices.

Iowa FBLA follows National FBLA rules for Event Administration (see below) unless a change is noted, otherwise. At the State Leadership Conference there will be no preliminary round; all competitors will compete only once in a final round presentation.

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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 April 15th of the current program year.
- 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 compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- 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 a presentation time, 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. Some competitive events start prior to 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 based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided
 - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
 - Competitors/teams are randomly assigned to sections.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:

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- Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - o Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
 - o Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience, unless specifically stated in the case study.
 - o When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - o If performing as a team, all team members are expected to actively participate in the presentation.
 - o No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation
 - o **Equipment Set-up Time:** 3 minutes
 - o **Presentation Time:** 12 minutes (one-minute warning)
 - o **Question & Answer Time:** 5 minutes
 - o **Internet Access:** Not provided
 - o An equal number of competitors/teams from each section in the preliminary round will advance to the final round.
 - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.
 - o The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. It is up to final-round competitors to determine if they wish to use the technology provided. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
 - o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - o Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
 - o Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
 - o When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - o If performing as a team, all team members are expected to actively participate in the presentation.
 - o No animals (except authorized service animals) will be allowed for use in any competitive event.

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Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties. All judges' decisions are final.

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.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

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 arrive for their presentation time.