

(500) Global Marketing Team

Description

Develop a marketing plan, following the guidelines outlined in the *Style & Reference Manual*, that details pricing strategies and promotional plans for a business.

The completed plan should include, but is *not* limited to, the following:

- Title Page and Table of Contents
- Synopsis or mini plan
- Company goals
- Description of customers and their needs
- Description of pricing strategy
- Competition
- Marketing mix
- Economic, social, legal, and technological trends
- Human resource requirements
- Marketing timeline
- Methods of measuring success
- Works Cited

Submitted separately during presentation ONLY: supporting documentation (research, charts, brochures, etc.)

Eligibility

Any secondary division student member may enter this event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic

Background: VisionVR is an imaginative “fictitious” and forward-thinking virtual reality (VR) entertainment company founded by local entrepreneur, Emily Vision. With an unwavering commitment to immersive experiences, VisionVR is on a mission to redefine entertainment through cutting-edge VR technology, crafting unforgettable adventures for consumers. Since its inception, VisionVR has garnered acclaim for its ingenuity and dedication to delivering extraordinary virtual experiences. Now, poised for growth, VisionVR is exploring the prospect of expanding into the domestic market.

Task: Your marketing team has been hired to devise a comprehensive marketing plan for VisionVR's domestic expansion. Within the next one to three years, VisionVR is striving to establish a presence in a U.S. city of your choosing, with ambitions for international expansion within five to seven years. Additionally, your team will deliver a polished presentation encompassing the research findings and strategic recommendations for VisionVR. This presentation will serve as a catalyst to showcase your team's insights and proposed strategies to key stakeholders within the company, effectively communicating the value of the marketing plan and instilling confidence in VisionVR's future growth and prosperity. Prepare to articulate and defend your recommendations from a marketing standpoint, leveraging the power of marketing expertise to propel VisionVR towards success in the competitive landscape of virtual entertainment.

Use the Marketing Plan format in the *Style & Reference Manual* and the rubric as your guide.

Teams who do *not* submit an entry that follows this topic will be *disqualified*. Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.

Team must supply

- Team may use a presentation device, projection equipment, product displays and props (product samples and promotional item), prepared posters, flip charts, easels, or graphs in presentation
- Carry-in and setup of equipment must be done solely by the teams and take place within the time allotted
- The team must bring all supporting devices (e.g., extension cords, power supply, etc.)
- No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges.

Business Professionals of America assumes no responsibility for hardware/software provided by the team. Props or visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Develop a written marketing plan
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Demonstrate knowledge and understanding of management and international business concepts
- Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price
- Identify customer base including consumer and organizational markets
- Identify customer relations or markets
- Illustrate fundamentals of consumer behavior in different cultures
- Explore and expand customer base including demographics
- Develop promotional mix
- Demonstrate teamwork skills needed to function in a global marketing environment
- Demonstrate effective persuasive and informative communication and presentation skills

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a marketing plan and demonstrate oral communication skills.
- The marketing plan must *not* exceed ten (10) pages single sided (excluding the Title Page, Table of Contents, and Works Cited). The marketing plan must follow the Marketing Plan format in the *Style & Reference Manual*.
- Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.
- **Submit the URL to the completed plan and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2025. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**

- Members will receive an automated response confirmation at the time of submission.
- Individual conformation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Materials from non-registered teams and/or those missing a chapter number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Marketing Plan and Works Cited in one combined PDF file.	GMT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes setup

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(500) Global Marketing Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
Marketing plan did <i>not</i> exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited formatted according to the BPA Style & Reference Manual, in a single combined PDF file)	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Evaluation of written marketing plan	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format. <ul style="list-style-type: none">Marketing Plan and Works Cited - PDF format <i>All points or none are awarded by the technical judge.</i>				10	
Synopsis for business	1-5	6-10	11-15	16-20	
Company goals	1-5	6-10	11-15	16-20	
Description of customer needs	1-5	6-10	11-15	16-20	
Description of pricing strategy	1-5	6-10	11-15	16-20	
Competition	1-5	6-10	11-15	16-20	
Marketing mix	1-5	6-10	11-15	16-20	
Economic, social, legal, technological trends	1-5	6-10	11-15	16-20	
Human resources requirements	1-5	6-10	11-15	16-20	
Marketing timeline	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (230 points maximum)					

ANY MARKETING PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, and WORKS CITED, WILL BE *DISQUALIFIED*

(500) Global Marketing Team (S)

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average (1-5)	Average (6-10)	Good (11-15)	Excellent (16-20)	Points Awarded
Content	The presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	The presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	The presentation demonstrates a good understanding of the topic and includes mostly relevant and accurate information.	The presentation demonstrates an in-depth understanding of the topic and includes relevant and accurate information.	
Organization and Structure	The presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers are awkward or absent.	The presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers are choppy.	The presentation content flows adequately, and each team member's role is mostly clear and integrated into the presentation. Transitions between speakers are mostly smooth.	The presentation content flows smoothly, and each team member's role is clearly defined and integrated into the presentation. Transitions between speakers are seamless.	
Delivery and Engagement	Speakers rarely maintain eye contact, use minimal gestures and body language, or have significant inconsistencies in tone and pace.	Speakers occasionally break eye contact, use limited gestures and body language, or have some inconsistencies in tone and pace.	Speakers maintain good eye contact, use appropriate gestures and body language, and vary their tone and pace adequately.	Speakers maintain eye contact, use appropriate gestures and body language, and vary their tone and pace effectively.	
Teamwork and Collaboration	Each member's role is unclear or not demonstrated. Transitions between speakers are awkward or absent, and the team does not provide support for each other.	Each member's role is partially demonstrated. Transitions between speakers are somewhat choppy, and the team offers limited support for each other.	Each member's role is mostly clear. Transitions between speakers are mostly smooth, and the team provides some support for each other.	Each member's role is clearly demonstrated. Transitions between speakers are seamless, and the team supports each other throughout the presentation.	
Answers to Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are mostly clear, concise, and accurate.	Responses are detailed, insightful, and effectively address the judges' inquiries.	
Supporting Documentation	The team does not provide supporting documentation or the documentation is incomplete, inaccurate, or irrelevant.	The team provides some supporting documentation, but it lacks organization or relevance.	The team provides adequate supporting documentation that is generally organized and relevant to the presentation.	The team provides comprehensive and well-organized supporting documentation that is highly relevant to the presentation.	

Problem to Solution	The team fails to clearly identify and address the problem or present a viable solution. The problem-solution relationship is weak or absent.	The team identifies the problem and presents a potential solution, but the connection between the problem and solution lacks clarity.	The team identifies the problem and presents a viable solution. The problem-solution relationship is adequately established and logical.	The team effectively identifies the problem and presents a well-developed and innovative solution. The problem-solution relationship is highly compelling.	
All points or none are awarded per item below					
Set-up lasted no longer than three (3) minutes - 5 points					
Presentation lasted no longer than ten (10) minutes - 5 points					
At least two original team members in attendance at time of presentation – 10 points					
TOTAL PRESENTATION POINTS (160 points maximum)					

TOTAL MAXIMUM POINTS = 390

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES