

(500) Global Marketing Team

SECONDARY ONLY EVENT

Description & Eligibility

Develop a marketing plan that details pricing strategies and promotional plans for a business. Any secondary contestant may enter this judged team event. A team will consist of 2-4 contestants. Teams must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. **Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines will be disqualified.**

Topic

Background: A fictional U.S.-based tech startup has developed *ThriveSpace*, a mobile mental wellness app designed to support the emotional well-being of high school and college-aged students. The app features guided meditations, journaling tools, CBT-based self-help exercises, and AI-powered mental health support. As youth mental health becomes an increasingly urgent global issue, the company is seeking to expand its reach through international markets.

Task: Your team has been selected to create a comprehensive global marketing expansion strategy for *ThriveSpace* by identifying and justifying three countries outside the United States where the app can be successfully launched within the next one to three years. Your recommendations should be supported by thorough research, including market data, social trends, and economic conditions. In addition to submitting a formal written marketing plan that follows the *BPA Style & Reference Manual*, your team will deliver a professional presentation that summarizes your strategy and key findings. Be prepared to defend your decisions from a marketing perspective, demonstrating how your plan will position *ThriveSpace* for success in a competitive global marketplace.

Team Must Supply

- For each round of presentations (preliminaries and finals) contestants may share supporting materials (e.g., research charts, brochures, etc.). These materials may be used during the presentation but must not be left with the judges.
- Optional - Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.).
- Optional - Product displays and props (product samples and promotional item), prepared posters, flip charts, easels, or graphs in presentation.

Competition Notes

- Method of evaluation: judged.
- Only one (1) team member should complete the submission.
- Carry-in and setup of equipment must be done solely by the team within the time allotted.
- 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.
- Length of event: no more than three (3) minutes setup, no more than ten (10) minutes oral presentation, and no more than five (5) minutes judges' questions.
- Finals may be part of the competition.
- Each state is allowed three (3) entries.

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Naming Convention	National Deadline
Marketing Plan to include the Title Page, Table of Contents, Works Cited and BPA Release Form(s) in one combined PDF file.	GMT-TeamID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest 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

Contest Specifications for this Event

- The Marketing Plan, including the Title Page, Table of Contents, and Works Cited must be formatted according to the *Style & Reference Manual*.
- The Marketing Plan must not exceed ten (10) pages single-sided and must follow the Marketing Plan format (Sections I-X) in the *Style & Reference Manual*. All other documentation is not considered to be part of the ten (10) single-sided pages. The Title Page, Table of Contents, and Works Cited are not included in the ten (10) page limit.
- Any Marketing Plan submitted beyond the maximum number of pages will be *disqualified*.

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit project files at <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- An auto-generated confirmation will be provided upon project submission for the National Leadership Conference; individual confirmation cannot be provided. **No changes can be made to the project after the date of submission.**
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(500) Global Marketing Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				Y N
Team followed the Copyright and/or Fair Use Guidelines.				Y N
Marketing Plan did <i>not</i> exceed ten (10) pages single-sided. The Title Page, Table of Contents, and Works Cited are not included in the ten (10) page limit.				Y N
If answered no to any question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing their Marketing Plan to include the Title Page, Table of Contents, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s).				/10
Evaluation Criteria	Below Expectations 0-8 points	Meets Expectations 9-16 points	Above Expectations 17-25 points	Points Awarded
Synopsis or Mini-Plan for Business	The executive summary is unclear.	The executive summary is clear and concise.	The executive summary is clear, concise, and generates strong interest.	/25
Company Goals	Goals are vague or unrealistic.	Goals are mostly clear and realistic.	Goals are very clear and realistic.	/25
Description of Customer Needs	Target market is poorly defined.	Target market is adequately defined.	Target market is precisely defined with demographics.	/25
Description of Pricing Strategy	Pricing strategy is vague or unclear.	Pricing strategy is clear and includes profit margins.	Pricing strategy is detailed, including profit margins and break-even analysis.	/25
Competition	Limited analysis of competition.	Adequate analysis of competition.	Comprehensive analysis of competition.	/25
Marketing Mix	Marketing mix is unclear or incomplete.	Clear and mostly complete marketing mix.	Detailed and complete marketing mix.	/25
Economic, Social, Legal, Technological Trends	Limited or irrelevant research on trends.	Adequate research on trends.	Extensive and relevant research on trends.	/25
Human Resources Requirements	Organizational structure is unclear.	Clear organizational structure.	Well-defined organizational structure.	/25
Marketing Timeline	Incomplete or unrealistic timeline.	Complete and somewhat realistic timeline.	Comprehensive and highly realistic timeline.	/25
Methods of Measuring Success	Success metrics are vague or unrealistic.	Success metrics are mostly clear, realistic, and adequately defined.	Success metrics are exceptionally clear, highly realistic, and well-defined.	/25
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Overall Appearance, Conciseness, and Completeness	Plan is disorganized, wordy, or missing sections.	Plan is well-organized, concise, and complete.	Plan is exceptionally well-organized, concise, and thoroughly complete.	/15
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/15
TOTAL TECHNICAL POINTS				/300

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Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Contestants maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/45
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
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 detailed, insightful, and effectively address the judges' questions.	/10
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/100

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES