

Marketing Plan

Sponsored by:
Department of Agricultural Economics
Oklahoma State University
Division of Agricultural Sciences and Natural Resources

Contest Superintendent

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Contest Details

Date: Saturday, April 25, 2009

Time: 8:00 a.m.

Location: Room 002 Agricultural Hall, OSU

Contest Purpose, Objectives, Rules and Guidelines

Purpose

To help students gain an understanding of the marketing process through the development and presentation of a marketing plan.

Objectives

1. To develop an understanding of the marketing plan process.
2. To provide an activity to focus student and community attention on the agrimarketing curriculum.
3. To allow students to explore and prepare for possible careers in agrimarketing.
4. To help develop partnerships and improve relations with agricultural industries, local FFA chapters and the general public.

Description

The National FFA Marketing Plan Career Development Event is designed to help students develop practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply or service. It is intended as a competitive activity involving a team of three persons working for a local community agribusiness to support the FFA's outreach mission.

Local chapters may involve the entire chapter, a specific agriculture class or a three-person team. The intent is to have a three-person team present the results of primary research involving the local community in providing a reasoned and logical solution to a marketing problem. Understanding of the marketing process is manifested in the marketing plan, which is presented in a five-to-eight-page document and a live presentation before qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

PROJECT OUTLINE/RESEARCH RESULTS
(25 POINTS)

- A. Select a local community agricultural business and decide on the product, supply or service for the marketing plan.
- B. Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of existing products, supplies or services.
- C. The project outline should include the following aspects of the marketing process.
 1. Analysis of market – “Where are we now?” “Why were we hired?”
 - a. Buyer profile and behavior
 - b. Competition’s strengths and weaknesses
 - c. Your product’s/firm’s strengths and weaknesses.
 - d. Sales trends and forecasts
 2. Business proposition – “Where are we going?”
 - a. Key planning assumptions (cite sources of information)
 - b. Target market
 - c. Measurable and attainable objectives
 - d. Strategy statement
 3. Action plan – “How and when do we get there?”
 - a. Product positioning
 - b. Price
 - c. Place
 - d. Promotion
 4. Evaluation – “Did we do it?”
 - a. Achievements
 - b. Recommendations for future action
 5. Projected budget – “How much did we sell?” “How much did it cost?” and “What do we have left?”
 - a. Sales revenue
 - b. Costs of goods sold
 - c. Marketing plan costs
 - d. Earnings

Written Plan Procedures

1. **Four copies of the project outline must be submitted to Dan Tilley, 422 Ag Hall, OSU, Stillwater, OK 74078 by 4:00 p.m. Friday, April 24 (mailed copies must arrive by 4:00 p.m. on Friday, April 24).**
2. The project outline will not exceed eight pages in length (excluding the survey(s) and title page).
3. The project outline must be double-spaced typed or word processor copies on 8 ½” x 11” white paper with cover page that gives the project title, team name, state and date. The format should use one-

inch margins, ten characters per inch and follow APA or Chicago style manuals. Manuscripts not meeting these guidelines will be penalized.

4. Written expression is important. Attention should be given to language, general appearance, structure and format.

Scoring the Written Plan

The maximum score on the written plan is 25 points. Five areas are considered in scoring the written plan, as follows:

WRITTEN PLAN SCORECARD

	Possible Points
Market Analysis	8
Business Proposal	3
Action Plan	8
Evaluation	3
Budget	3
TOTAL POINTS	25

PRESENTATION (60 POINTS)

- A. The order of presentation will be determined by random draw by the superintendent after receiving the written plans.
- B. A live presentation not exceeding 15 minutes duration should be planned and given. A warning will be given after 12 minutes. The presentation will be followed by up to five minutes of “clarifying” questions, with at least one question for each member of the team. Five points will be deducted from the final score for each minute or fraction thereof, over 15 minutes for the presentation.
- C. The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of marketing consultants, as found in industry. The team will inform the judges of their role in the team’s presentation.
- D. Visual aids are encouraged. Examples include:
 1. Flip charts/posters
 2. Overhead transparencies
 3. Computer presentations
 4. Samples (product prototypes)
 5. Printed materials
- E. Scoring will be based on how effectively visual aids are used, not how elaborate they are.
- F. The following equipment will be provided at the contest site:
 1. One overhead projector and screen
 2. One podium
 3. Table and three chairs

- G. The evaluation criteria will consist of the five parts of the marketing plan (market analysis, business proposition, action plan, evaluation and budget), use of primary research and the effectiveness of the presentation.
- H. The question-and-answer session will be used to ask questions clarifying points in the presentation and to determine student involvement in the preparation of the contest materials. At least one question will be directed to each member of the team.

Scoring the Presentation

The maximum score on the written plan is 60 points.

PRESENTATION SCORECARD

	Possible Points
Marketing Plan (Understanding and clear presentation of the five parts of the marketing plan.)	25
Primary Research (Involvement in solving a local community-oriented agribusiness marketing problem.)	15
Effectiveness of the Presentation (Organization, professionalism, effectiveness of visuals and adherence to guidelines.)	10
Questions and Answers	10
TOTAL POINTS	60

Time Allowance

The Maximum time allowed for the presentation is 15 minutes. The timekeeper shall be responsible for keeping an accurate record of time. Five points are to be deducted from the final score for each minute, or fraction thereof, that a presentation runs over 15 minutes.

Event Rules and Format

A. Judges

- 1. At least three qualified judges will be used. If more than six teams are in a career development event, two sets of judges will be used.
- 2. Judges will be selected to represent a mix of industry, education and communication, if possible. They should have some understanding of the marketing planning process.
- 2. The judges will give a written evaluation after the finals and scoring are completed.
- 4. A timekeeper should be designated among the three judges.

B. Room Arrangement

- 1. Only the designated resources are to be provided.
- 2. Official FFA dress is required.

C. Eligibility

- 1. The national event is open to two teams per state as certified by the state supervisor to the teacher services specialist in charge of National FFA Career Development Events.

2. A team representing a state will consist of three members listed at the state and national levels from the same chapter. All team members should be active FFA members in good standing.
3. Alternates are not allowed in competition.

Reference:

Yorke. Agrimarketing Project. Acro Press, 1994.

Publisher's address: 1925 Main St.

Vancouver, WA 98660.

Phone (206) 693-9101,

Item No. AM 1094. \$7.50/copy

**National FFA Marketing Plan Career Development Event
Score Sheet**

Team Number _____ Date _____ Judge _____

	Possible Points	Earned Points	Comments
Written Plan			
Market Analysis	8		
Business Proposal	3		
Action Plan	8		
Evaluation	3		
Budget	3		
Total Points	25		
Presentation			
Marketing Process (Understanding and clear presentation of the five parts of the marketing plan)	25		
Primary Research (Involvement in solving a local community-oriented agribusiness marketing problem.)	15		
Effectiveness of the Presentation (Organization, professionalism effectiveness of visuals and adherence to guidelines.)	10		
Question & Answer	10		
Total Points	60		
Overall Score (Total of Written Plan, Presentation and Question-and-Answer Session)			
Deductions (Deduct 5 points for each minute, or fraction thereof, the presentation went over 15 minutes)			
FINAL SCORE (Subtract deductions from overall score)			

General Comments: