

Creative Marketing Project, 2012

Sponsored by
Sales and Marketing Executives International, Inc.

Purpose

The Creative Marketing Project is a chapter project that develops in chapter members an analytical and creative approach to the marketing process, actively engages chapter members in the marketing activities of their community, and provides an opportunity for experienced executives to guide and assist in preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

The Creative Marketing Project is designed to encourage DECA chapter members to recognize marketing as a force for the economic and social good of the community. The project may begin at any time after the close of the previous state conference and run to the beginning of the next state conference.

The project should be a research study in the marketing field, planned, conducted and reported by a DECA chapter, the use of which will measurably improve the marketing activities of an individual company, a group of companies (such as a shopping mall), an organization, a club or the business community. All chapter members are encouraged to participate. Such a project might concern itself with finding new markets for local products, promoting the community's resources, increasing the trading area of facilities, increasing sales, increasing employment, providing better shopping facilities, solving problems or challenges affecting the marketing process, etc.

Procedure

- The project consists of two major parts: the **written document** and the **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

Skills Assessed

The chapter representatives will demonstrate skills needed to address the components of the project as described in the content outline and evaluation forms as well as learn/understand the importance of

- communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions

- critical thinking/problem-solving skills
- production skills—the ability to take a concept from an idea and make it real
- teamwork—the ability to plan, organize and conduct a group project
- the ability to evaluate group presentations
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines

Format Guidelines for the Written Entry

The written entry must follow these specifications. Refer also to the Competitive Event Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

CREATIVE MARKETING PROJECT

Title of the project (for example, “Improving Access to the Smithville Mall”)

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of chapter representatives

Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming State Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. INTRODUCTION
 - A. Statement of problem
 - B. Significance of the problem studied
 - C. Background information: description of the business, community situation or whatever is necessary to understand the value of the project
- III. PROCEDURES AND RESEARCH METHODS USED
 - A. Description of secondary (library) research conducted: books, articles and other sources on market research, local descriptive data, etc.
 - B. Description of primary research conducted
 - C. Description of involvement of chapter members and businesspeople in the project

(Continued on next page)

IV. FINDINGS AND CONCLUSIONS

- A. Presentation of findings, data to support findings
- B. Presentation of conclusions, rationale to support conclusions

V. RECOMMENDATIONS

- A. Recommendations resulting from the study
- B. Projected outcomes from implementing the recommendations
- C. Plan for implementing the recommendations
- D. Evidence that the project has been presented to the appropriate business and/or government officials who would benefit from the study

VI. BIBLIOGRAPHY

VII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

Checklist Standards

In addition to following the outline provided, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among the participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The body of the written entry must follow the sequence outlined. Additional subsections are permitted.

Presentation Guidelines

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.

- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, focusing on an explanation and description of the chapter's project. Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - one (1) hand-held digital organizer.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Presentation Judging

Chapter representatives will make a 15-minute presentation to you. Remember, you are role-playing the manager who gave the chapter representatives the task of preparing this proposal. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each chapter representative or group of chapter representatives the same three questions (based on the Presentation Evaluation Form):

1. one question on the rationale for selecting the problem
2. one question on the rationale for the design of the research
3. one question on the findings and recommendations

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

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Participant(s): _____

Written Entry Evaluation Form

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

| | Exceeds Expectations | Meets Expectations | Below Expectations | Little/No Value | Judged Score |
|---|-------------------------|-----------------------|-----------------------|--------------------|-----------------|
| EXECUTIVE SUMMARY | | | | | |
| 1. One-page description of the project | 4 | 3 | 2 | 1-0 | _____ |
| INTRODUCTION | | | | | |
| 2. Problem is stated clearly | 4 | 3 | 2 | 1-0 | _____ |
| 3. Significance of the problem studied | 4 | 3 | 2 | 1-0 | _____ |
| 4. Appropriate background information is provided | 4 | 3 | 2 | 1-0 | _____ |
| PROCEDURES AND RESEARCH METHODS USED | | | | | |
| 5. Description of secondary research conducted | 4 | 3 | 2 | 1-0 | _____ |
| 6. Description of primary research conducted | 4 | 3 | 2 | 1-0 | _____ |
| 7. Description of the involvement of chapter members and businesspeople | 4 | 3 | 2 | 1-0 | _____ |
| FINDINGS AND CONCLUSIONS | | | | | |
| 8. Presentation of findings | 6-5 | 4 | 3-2 | 1-0 | _____ |
| 9. Presentation of conclusions | 6-5 | 4 | 3-2 | 1-0 | _____ |
| RECOMMENDATIONS | | | | | |
| 10. Recommendations resulting from the study | 4 | 3 | 2 | 1-0 | _____ |
| 11. Projected outcomes from the implementation | 4 | 3 | 2 | 1-0 | _____ |
| 12. Plan for implementing the recommendations | 4 | 3 | 2 | 1-0 | _____ |
| 13. Project presented to the appropriate officials | 4 | 3 | 2 | 1-0 | _____ |
| APPEARANCE AND WORD USAGE | | | | | |
| 14. Professional layout, neatness, proper grammar, spelling and word usage | 4 | 3 | 2 | 1-0 | _____ |

Written Entry Total Points (maximum 60 points): _____

Judge: A B C D E F G H I J (*circle one*)

Creative Marketing Project, 2012

Participant(s): _____

Oral Presentation Evaluation Form

I.D. Number: _____

| | Exceeds Expectations | Meets Expectations | Below Expectations | Little/No Value | Judged Score |
|--|-------------------------|-----------------------|-----------------------|--------------------|-----------------|
| 1. Opening presentation: description of the project; organization, clarity and effectiveness of the presentation | 8-7 | 6-5 | 4-3-2 | 1-0 | _____ |
| 2. Question on the rationale for selecting the research problem | 8-7 | 6-5 | 4-3-2 | 1-0 | _____ |
| 3. Question on the rationale for the design of the research | 8-7 | 6-5 | 4-3-2 | 1-0 | _____ |
| 4. Question on the findings and recommendations | 8-7 | 6-5 | 4-3-2 | 1-0 | _____ |
| 5. To what extent did the chapter representatives demonstrate professional appearance, poise and confidence? | 4 | 3 | 2 | 1-0 | _____ |
| 6. Overall performance, presentation technique, effective use of visuals and participation of all | 4 | 3 | 2 | 1-0 | _____ |

Presentation Total Points (maximum 40 points): _____

RECAP: WRITTEN ENTRY (60): _____

PRESENTATION (40): _____

SUBTOTAL (100): _____

LESS PENALTY POINTS: _____

TOTAL SCORE: _____

Judge: A B C D E F G H I J (*circle one*)