



CREATIVE MARKETING PROJECT

CREATIVE MARKETING PROJECT **CMP**

The **Creative Marketing Project** is a chapter project that provides an opportunity for chapter members to develop a better understanding of 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. All chapter members are encouraged to participate.

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. 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.

The Creative Marketing Project provides an opportunity for chapter members to:

- demonstrate their understanding of the role of marketing as a force for economic and social good in the community
- utilize project management skills to plan and conduct a research study in the marketing field
- evaluate the project's effectiveness in improving marketing activities
- develop a written report and presentation on the procedures of planning, implementing, coordinating and evaluating the project

The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

MARKETING

EVENT OVERVIEW

- 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.
- 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 and Academic Integrity** 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, including time for the judge's questions.
- The judge will evaluate the presentation, focusing on how the chapter representatives explain the use of project management skills, the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This 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

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. 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).

This outline must be followed. 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- to three-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

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. If additional material is appended, all pages must be numbered as noted previously. Include in an 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.



1 to 3
PARTICIPANTS



PAGES
ALLOWED



PRESENTATION
TIME

WRITTEN ENTRY CHECKLIST

In addition to Written Entry Guidelines, participants must observe all of the standards on the Written Entry Checklist on page 52. These standards are designed to make competition as fair as possible.

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.
- 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.
- If time remains, the judge may ask questions pertaining to the project.
- 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.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events **IF** applicable to the presentation.
 - 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 or Internet connection 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. You may refer to the written entry, or to your notes, during the presentation.

At the beginning 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.

If time remains, you may ask 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. The maximum score for the presentation is 40 points.



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WRITTEN ENTRY EVALUATION FORM

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

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	

INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Statement of problem	0-1	2	3	4	
3. Significance of the problem studied	0-1	2	3	4	
4. Appropriate background information	0-1	2	3	4	

PROCEDURES AND RESEARCH METHODS USED	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of secondary research conducted	0-1	2	3	4	
6. Description of primary research conducted	0-1	2	3	4	
7. Description of the involvement of chapter members and businesspeople	0-1	2	3	4	

FINDINGS AND CONCLUSIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Presentation of findings	0-1	2	3	4	
9. Presentation of conclusions	0-1	2	3	4	

RECOMMENDATIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Recommendations resulting from the study	0-1	2	3	4	
11. Projected outcomes from the implementation	0-1	2	3	4	
12. Plan for implementing the recommendations	0-1	2	3	4	
13. Project presented to appropriate officials	0	1	2	3	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
14. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60) _____

JUDGE _____



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PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation: overview and description of the project	0-1-2-3	4-5-6	7-8	9-10	
2. Organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Initiate the project by identifying the problem to be studied?	0-1	2-3	4	5	
4. Plan and organize the project?	0-1	2-3	4	5	
5. Execute the research study?	0-1	2-3	4	5	
6. Evaluate and close the project?	0-1	2-3	4	5	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____