

Wisconsin FFA Marketing Plan Career Development Event

Official Entry Information and Form

The Wisconsin Association of FFA will conduct the State Marketing Plan Career Development Event at the State FFA Convention in Madison. **The CDE is limited to the first ten teams to submit an entry form.** The entry form is attached. The CDE will be held Tuesday of the State FFA Convention at 1:00 p.m. in the Alliant Energy Center. Complete rules for the Marketing Plan CDE are found on the National FFA website Career Development Event Handbook.

Marketing Plan is designed to help students with developing 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 agri-business to support the FFA's outreach mission. The state winning team will represent Wisconsin at the national competition.

Marketing Plan Career Development Event Rules: See National Rules for Complete Information

1. Teams wanting to compete in the State Marketing Plan CDE must submit an official entry form (attached) and be accepted as one of the first 10 chapters to enter in order to compete.
2. Three members can compete on the Marketing Plan Team, although this can be an entire FFA chapter project, specific class project or three-member team project. You are limited to three people as actual presenters. Members must appear on a chapter's official roster in order to compete and must be in complete official dress.
3. Select a local community agricultural business that services the community, and decide on the product or service for the marketing plan. Work with either existing or start-up situations. Do not use your chapter as a client.
4. Emphasis should be placed on the "value added" concept using marketing techniques to increase the value of products or services.
5. The project outline should include the following aspects of the marketing process:
 - a. Analysis of market – "Where are we now? Why were we hired?" (10 points)
 - b. Business Proposition – "Where do we want to be?" (5 points)
 - c. Strategies and Action Plan – "How and when will we get there?" (10 points)
 - d. Projected budget – "How much will it cost to get there?" (5 points)
 - e. Evaluation – "Did we get there?" (5 points)
6. Written Plan – Three copies of the Marketing Plan must be submitted to the Wisconsin FFA Center postmarked May 25. The document will not exceed 8 pages and must be ten points or larger type size.
 - a. title page – project title, team name, chapter and date
 - b. text – marketing plan (5 pages)
 - c. appendices – surveys, graphs, maps, promotion pieces, etc. (2 pages)

Each team will be allowed 5 minutes to set up for their presentation. The live presentation cannot exceed 15 minutes. Points will be deducted for time over 15 minutes. The presentation will be followed by five minutes maximum of "clarifying" questions with at least one question for each member of the team. Visual aids are only limited by your imagination. **Teams will be responsible for bringing in any equipment needed for their presentation.**

Entry forms are due postmarked **April 1**. The first ten teams to submit an entry form will be allowed to compete. Send your official entry form to the Wisconsin FFA Center, PO Box 110, Spencer, WI 54479. This entry form is only a notification to the State FFA Office that your FFA chapter will be competing. All other materials are due at a later time.

Wisconsin FFA Marketing Plan Career Development Event

State Entry Form

*This entry form is only a notification to the State FFA Office that your FFA chapter wants to compete.
All other materials are due at a later time.*

Chapter: _____

Chapter Advisor (s): _____

Yes. We would like a team to compete in the Wisconsin FFA Marketing Plan CDE.

Chapter Advisor's Signature

The first ten teams which enter to compete in this Career Development Event will receive further information about the competition.

Return Entry Form to:

**Wisconsin FFA Center
P.O. Box 110
Spencer, WI 54479**

Entry forms must be postmarked on or before April 1.