2026-2027 Competitive Events Guidelines

Marketing

Future Business Leaders of America

Marketing challenges members to demonstrate their understanding of marketing concepts and strategies through an objective test and a role play scenario. Members apply their knowledge in areas such as market research, branding, promotion, and customer engagement to solve real-world business challenges.

Educational Alignments

Event Overview

Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

Event Information:

National Leadership Conference:

Timing Structure:

Testing: 50-minute testing period

TOP 15 (combined and average team scores) advance to the finals

Final Round Role Play:

- **Preparation Time:** 20 minutes
  - *a one-minute warning will be provided*
- **Presentation:** 7 minutes
  - *a one-minute warning will be provided*
- **Question & Answer (Q&A):** None

Important Notes:

- **Internet Access:** Provided during testing period
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

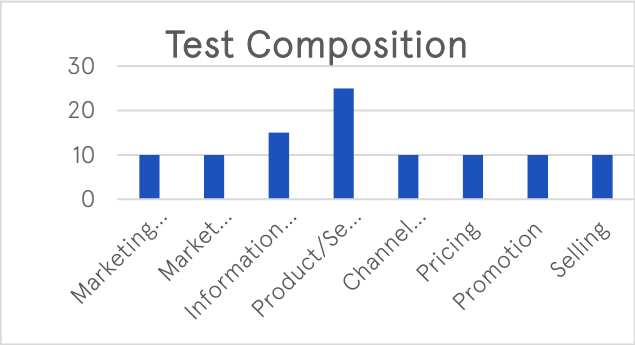
State/District:

Check with your State Leader for state-specific competition information and deadlines.

*** Event specifics are continued below. Review the document in its entirety.

Knowledge Areas

- Marketing Fundamentals
- Market Planning
- Marketing-Information Management
- Product/Service Management
- Channel Management
- Pricing
- Promotion
- Selling



Test questions and role plays are based on the knowledge statements and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.`

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District/Region/Section

Check with your District/Region/Section leadership for District/Region/Section-specific competition information and deadlines.

State

Check with your State Leader for state-specific competition information and deadlines.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.

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- **Identification at Check-in**: Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 minutes

Format

- This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).

Materials

- Reference or study materials are not permitted at the testing site.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

Calculators

- Personal calculators are not allowed; an online calculator will be available within the testing platform.

Question Review

- Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

Role Play Prompt

- Competitors will be provided with a single copy of a marketing–related scenario or problem at the beginning of their assigned preparation time. This copy must be shared among team members and may only be accessed within the designated preparation area.

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Notecard Use
- Each competitor will receive two notecards for use during preparation and the presentation. Information may be written on both sides. Notecards will be collected after the role play.

Materials
- No technology, reference materials, visuals, or props may be used.

Interaction with Judges
- Judges may ask questions during the presentation as part of the interactive role play format.

Audience
- Role play presentations are closed to all conference attendees.

Confidentiality
- To maintain fairness, competitors must not discuss or share the role play prompt until the event concludes.

Scoring
- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Electronic Devices
- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Recognition
- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)
- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

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Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Sample Preparation Resources

- Official sample test items and role plays can be found in CONNECT. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Operations Manual, Honor Code, Code of Conduct, and Dress Code.*

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Study Guide: Knowledge Areas and Objectives

Marketing Fundamentals (10 test items)

1. Explain marketing and its importance in a global economy (MK:001, LAP-MK-901) (CS)
2. Explain the need for professional and ethical standards in marketing (PD:137) (SP)
3. Discuss actions employees can take to achieve the company's desired results (MK:015, LAP-MK-015) (SP)
4. Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-014) (SP)
5. Describe connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, LAP-MK-019) (SP)

Market Planning (10 test items)

1. Explain the concept of marketing strategies (MP:001, LAP-MP-001) (CS)
2. Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS)
3. Explain the nature of marketing planning (MP:006) (SP)
4. Explain the nature of marketing plans (MP:007, LAP-MP-007) (SP)
5. Explain the role of situation analysis in the marketing planning process (MP:008) (SP)

Marketing-Information Management (15 test items)

1. Identify data monitored for marketing decision making (IM:184, LAP-IM-184) (SP)
2. Explain the nature and scope of the marketing-information management function (IM:001, LAP-IM-001) (SP)
3. Explain the role of ethics in marketing-information management (IM:025, LAP-IM-025) (SP)
4. Explain the nature of marketing research (IM:010, LAP-IM-010) (SP)
5. Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) (IM:281, LAP-IM-281) (SP)
6. Describe data-collection methods (e.g., observations, mail, diaries, phone, internet, discussion groups, interviews, scanners, tracking tools) (IM:289, LAP-IM-289) (SP)

Product/Service Management (25 test items)

1. Explain the nature and scope of the product/service management function (PM:001, LAP-PM-001) (SP)
2. Explain business ethics in product/service management (PM:040, LAP-PM-040) (SP)
3. Identify the impact of product life cycles on marketing decisions (PM:024, LAP-PM-024) (SP)
4. Identify consumer protection provisions of appropriate agencies (PM:017, LAP-PM-917) (SP)
5. Explain the concept of the product mix (PM:003, LAP-PM-003) (SP)
6. Describe the nature of product bundling (PM:041) (SP)
7. Explain the nature of corporate branding (PM:206, LAP-PM-206) (SP)
8. Describe factors used by businesses to position corporate brands (PM:207) (SP)
9. Describe factors used by marketers to position products/services (PM:042, LAP-PM-042) (SP)
10. Explain the nature of product/service branding (PM:021, LAP-PM-021) (SP)

Channel Management (10 test items)

1. Explain the nature and scope of channel management (CM:001, LAP-CM-001) (CS)
2. Explain the nature of channels of distribution (CM:003, LAP-CM-003) (CS)
3. Describe ethical considerations in channel management (CM:006, LAP-CM-006) (SP)

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Pricing (10 test items)

1. Explain the nature and scope of the pricing function (PI:001, LAP-PI-001) (SP)
2. Describe the role of business ethics in pricing (PI:015, LAP-PI-015) (SP)
3. Explain factors affecting pricing decisions (PI:002, LAP-PI-902) (SP)

Promotion (10 test items)

1. Explain the role of promotion as a marketing function (PR:001, LAP-PR-901) (CS)
2. Identify the elements of the promotional mix (PR:003, LAP-PR-903) (SP)
3. Describe the use of business ethics in promotion (PR:099, LAP-PR-099) (SP)
4. Explain types of advertising media (PR:007, LAP-PR-007) (SP)

Selling (10 test items)

1. Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
2. Explain legal and ethical considerations in selling (SE:106, LAP-SE-106) (SP)
3. Describe the use of technology in the selling function (SE:107) (SP)
4. Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
5. Analyze product information to identify product features and benefits (SE:109, LAP-SE-109) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

American Marketing Association. *Definitions of marketing*. https://www.ama.org/the-definition-of-marketing-what-is-marketing/

HubSpot. *What is marketing, and what's its purpose?* https://blog.hubspot.com/marketing/what-is-marketing

Investopedia. *Understanding marketing in business: Key strategies and types*. https://www.investopedia.com/terms/m/marketing.asp

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Marketing Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: *Marketing Fundamentals / Market Planning / Marketing-Information Management / Product/Service Management / Channel Management / Pricing / Promotion / Selling*	*No knowledge areas demonstrated*	*One or two knowledge areas are demonstrated*	*Three knowledge areas are demonstrated*	*Four or more knowledge areas are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):		
School:	Section:	
Judge Signature:	Date:	

Comments:

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