

INTEGRATED MARKETING CAMPAIGN

Researching, creating, and presenting an integrated marketing campaign is a challenge for all prospective owners of businesses. This event provides recognition for PBL members who demonstrate a real-world understanding of marketing applications.

Eligibility

Chapters may submit teams of 2-3 participants who are members from active local chapters, on record in the national center as having paid membership dues by SBLC of the current school year.

Overview

The event consists of a presentation given at SBLC.

Performance Guidelines

- The team will be required to identify and meet with a real-life client in order to determine the client's marketing needs and desires. The client may be from any size business (profit or non-profit), government, or educational unit. The team will design and conduct appropriate market research for their proposed campaign during the year.
- The campaign must include, but is not limited to:
 - Design and conduct market research from the target market of the proposed campaign
 - Interpret the results of the market research
 - State the campaign goals and how the campaign will achieve the goals
 - Create a tag line or promotion slogan
 - Design and create a minimum of one print advertisement
 - Design a minimum of one Internet component (Web page, Internet ad, etc.)
- The team should provide the necessary materials and equipment for demonstrating the marketing campaign
- The campaign must be the result of the team's own efforts. Facts and working data may be secured from any source.
- Student members, not advisers, must prepare the presentation.
- Visual aids and samples related to the presentation may be used in the preparation; however, no items may be left with the judges.
- No implementation of the proposed campaign is required.

Performance Guidelines

- A maximum of ten (10) finalists will be scheduled for the final round.
- The team must provide a computer for the presentation.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- Visual aids related to the project may be used; however, no items may be left with the judges or judges.
- All team members must participate in the presentation.
- The team has seven (7) minutes to interact with a panel of judges to sell the marketing plan. The judges will interact throughout the presentation.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

Performance Competencies

- describe and sell the marketing plan and the implementation process
- effectively present the aim of the plan and the research, design, and implementation for the marketing campaign
- demonstrate good verbal communication skills
- demonstrate ability to make a businesslike presentation
- demonstrate good decision making and problem solving skills
- explain content logically and systematically
- display self-confidence through knowledge of content and articulation of ideas
- demonstrate ability to work as a team
- answer questions effectively