

# Pittsburgh AMA Collegiate Marketing Plan Competition

## **2019 COLLEGIATE MARKETING PLAN COMPETITION GUIDELINES**

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### **Event Time, Date, & Location**

9:30am–3pm, Friday April 5, 2019 in the Lawrence Hall Ballroom at Point Park University (3<sup>rd</sup> floor, 201 Wood St)

### **Event Description**

Marketing faculty at participating universities work with student teams on a marketing plan case provided by the Pittsburgh AMA Higher Education Outreach committee. The work on the marketing plan can be as part of a course, club activity, or independent program.

Teams compete in three rounds of judging.

#### Round 1:

Each team submits a written marketing plan report (see guidelines below) to be scored in the first round of judging.

#### Round 2:

Each team develops a poster display of their marketing plan (see guidelines below). The second round of judging will be held at Point Park University on April 5<sup>h</sup>. Combined scores on the written marketing plan the posters on site determine five finalist teams and up to five honorable mention teams.

#### Round 3:

The third and last phase requires the five finalist teams to present their marketing plans in PPT format to the panel of judges.

The resulting cumulative scores (plan, poster and presentation) determine the three award winning teams and prizes: \$300 for First place, \$200 for Second place and \$100 for Third place.

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## **STUDENT TEAM GUIDELINES**

### **Team Composition**

Student teams should be made up of 3-4 undergraduate students.

The goal of the competition is to develop a strategic marketing plan. See the “marketing plan guidelines” section below for an understanding of the true scope of the marketing plan deliverable.

### **Project Timeline.**

This competition runs from January 14 through April 5th. The critical dates are:

- Monday, January 14: Case released to student teams via email

#### **Q&A Sessions**

- Monday, February 4, 9am: Teams questions due ([Pbeal@pointpark.edu](mailto:Pbeal@pointpark.edu)) for the Open Q&A #1 session
- Wednesday, February 6, 4pm: Open Q&A #1
- Monday, March 4, 9am: Teams questions due ([Pbeal@pointpark.edu](mailto:Pbeal@pointpark.edu)) for the Open Q&A #2 session
- Wednesday, March 6 4pm: Open Q&A #2
- Friday March 29<sup>th</sup>, 12noon: Final team plans due to Pbeal@pointpark.edu
- Friday April 5, 9am – 3pm: Presentation Day at Point Park University

## Pittsburgh AMA Collegiate Marketing Plan Competition

### **Round 1: Marketing Plan Guidelines**

Judges will score the written marketing plan submissions prior to the event on April 5<sup>th</sup>. This score is combined with Round 2 Poster scoring (held the morning of April 5<sup>th</sup>) to determine the teams competing in Round 3 Final Presentation (held the afternoon of April 5<sup>th</sup>).

#### *Format.*

- PLEASE DO NOT INCLUDE ANY INFORMATION THAT IDENTIFIES YOUR UNIVERSITY, you will be assigned a number to use on your poster and, as appropriate, final presentations.
- Include the name of all participating students
- All teams must use the market plan format as outlined below. Judges are looking for BOTH a creative and comprehensive plan, but it must follow all formatting rules to be eligible.
- Plans should be no more than 3750 to 5000 words in length. Appendices are not included in this count.
- Text should be double-spaced; 12pt font size or higher; APA format style.
- All plans should be emailed to [pbeal@pointpark.edu](mailto:pbeal@pointpark.edu) by noon on Friday March 29th, 2018.

*Content & Scoring.* Each written marketing plan should contain the following sections and will be scored out of 85 points total, with points per section indicated below:

SECTION	POINTS
I. Executive Summary One page summary of plan highlights	5
II. Organization Objectives Key Marketing Challenge Specific objectives of the plan	10
III. Situation Review Company Overview Industry Conditions Customer Perceptions and Behaviors Competitor Analysis SWOT Analysis	15
IV. Strategy Segmentation Criteria Targeting Strategy Positioning Strategy	15
V. Tactical Plan Product Design Pricing Approach Distribution Plan Communications/Media Plan	20
VI. Timeline & Budget	5
VII. Measurement and Evaluation Key Performance Indicators Benchmarks of Success	10
Writing Quality and Professionalism	5
<b>TOTAL FOR WRITTEN PLAN</b>	<b>/85</b>

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The following terms are used in the marketing plan description. These definitions are provided to guide students as they construct their marketing plans.

<u>TERM</u>	<u>DEFINITION</u>
Objectives	Measurable goals which are then used at the conclusion of the marketing plan's duration to determine if it was successful or not. Good example: Increase sales 10% over previous year's sales. Bad example: Increase sales. (This is a poor objective because any increase in sales would be considered as meeting the objective. But if a firm has spent \$1M on a plan and only raised sales \$100,000 it would hardly be considered a success!)
Strategy	A plan that details the actions needed to identify and analyze a target market and subsequent development of a marketing mix to meet that market's needs.
Positioning	The decisions and activities intended to create and maintain the concept or idea of the firm's product in the consumer's mind.
Marketing Tactics	Explains in detail how the marketing mix elements will be deployed to achieve the desired product positioning and marketing strategy.
Measurement and Evaluation	Describes the implementation of the marketing plan and provides a timeline indicating when specific activities take place and their associated costs; also indicates control points where the progress is assessed and provides contingency plans if the plan is not meeting anticipated benchmarks.

# Pittsburgh AMA Collegiate Marketing Plan Competition

## **Round 2: Poster Presentation (April 5 10a-12n) Guidelines**

During this round held April 5<sup>th</sup> 10a-12noon, judges will review posters and interact with team members.

### *Poster Design and Layout Specifications:*

- Each team develops a poster display 4' x 3' tri-fold poster board (12" inch panel, 24" inch center panel, 12" inch panel) of their marketing plan for the second round of judging to be held at Point Park University on Friday April 5, 2019.
- The banner at the top of a poster must display YOUR ASSIGNED NUMBER, the name of the client, and student(s) names, BUT NOTHING that identifies the university OR your faculty member.
- Displays may be either vertical or horizontal.
- The content for each poster should be progressive and easy for the viewer to understand.
- Lettering should be in a standard plain text and readable from five feet away.
  - Use a minimum font size of 18 points for text.
  - Titles should be at least 70-point font and bold type face.
  - All lettering needs to be printed on the board.
- Cite and reference any information that is not your own.
- Use APA style and cite all sources at the end of the poster.

### *Visuals:*

- Each visual should have a brief title, description, and be numbered sequentially.
- The visuals should be simple and easy to read.
- Figures should highlight the data.
- Tie the visuals to the text.
- Determine the visual content and coordinate the written and visual content for the most effective use of space.

*Scoring.* Each poster will be scored out of 15 points total, with points allocated to the following criteria:

Criteria	POINTS
Succinct summary of marketing plan content	5
Quality and clarity of visual displays	5
Effective Q&A with judges	5
TOTAL FOR POSTER	/15

# Pittsburgh AMA Collegiate Marketing Plan Competition

## **Round 3: Finals Presentation Guidelines**

During this round held April 5<sup>th</sup> from 12:30-2:45 pm the top 5 teams present their plans to the judges and interact with a Q&A.

### *Format:*

- Written marketing plan scores and poster scores are combined on site to determine the five finalist teams and the five honorable mention teams.
- Teams prepare a presentation using your assigned number to be used if you are selected for the final presentation.
- The five finalist teams will be asked to present their marketing plans in PPT format to the panel of judges.
- Each team presentation is a maximum of 15 minutes.
- Teams must ensure that their PPT is compatible with the technology that is provided in the facility. This means that PC users may bring their presentation on a flash drive that is compatible with a PC. They may also bring their laptops with the presentation pre-loaded to connect to the projector.
- Mac users should bring their Mac with the presentation pre-loaded as well as an adapter to connect to the projector.

*Scoring.* Each presentation will be scored out of 50 points total, with points allocated to the following criteria:

Criteria	POINTS
Effective choice of marketing plan content	10
Readable and appealing PPT slide design	10
Professional and polished delivery	10
Effective Q&A with judges	10
Stayed within the 15 minute time limit	10
<b>TOTAL FOR PRESENTATION</b>	<b>/50</b>

## Pittsburgh AMA Collegiate Marketing Plan Competition

### **PITTSBURGH AMA MARKETING PLAN COMPETITION** **Friday April 5<sup>th</sup> SCHEDULE**

The competition will be held at Point Park University in the Lawrence Hall Ballroom located on the 3<sup>rd</sup> floor of Lawrence Hall. Official address for GPS is 212 Wood Street, 15222. [Link to map](#)

9:30am-10:00am	Poster Session setup – student teams arrive and setup posters in the Lawrence Hall Ballroom.
10:00am-12:00pm	Judges evaluate posters and question student teams
	Students must stand with the display and answer questions about the plan with the judges between 10am and 12noon. The poster will stay on display till 3:00 PM. The poster will be returned to the teams at the end of the day.
	Students should have complete copies of their marketing plans for reference or for questions and answers.
	Students should rehearse talking points about their projects. They should be prepared to answer questions from judges, sponsors, and other students about their projects.
	Judges enter scores for the poster competition.
12:00pm-1:00pm	Lunch
12:30pm	5 finalist teams and honorable mention teams announced by Judges
1:00pm-2:30pm	5 finalist teams give their 15 minute presentations
	Judges enter scores for the presentation competition
2:30pm-2:45pm	Break
2:45pm	Announcement of winners