

AMA Pittsburgh 2021 Collegiate Marketing Plan Competition[®]

COMPETITION GUIDELINES

Co-Chairs:

Debbie DeLong, Chatham University
Tricia McFadden, Saint Francis University

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.

Please email jeanne.nicholls@sru.edu for a copy of the case.

Team Composition

Student teams may include a maximum of 4 undergraduate students. The competition is limited to 2 teams per university/college.

Competition Rounds

Teams compete in three rounds of judging by local marketing practitioners:

- **Round 1:** Each team submits a written marketing plan report (see guidelines below) to be scored in the first round of judging. (1/11-3/19)
- **Round 2:** Each team develops a poster display of their marketing plan (see guidelines below). The second round of judging will be held via ZOOM on March 26. Combined scores on the written marketing plan and the poster presentations determine five finalist teams and five honorable mention teams. (3/26)
- **Round 3:** In the third and last phase, the five finalist teams present their marketing plans to the panel of judges. (3/26)

Judges score the written marketing plan submissions March 20-25. This score is combined with Round 2 Poster scoring (held the morning of March 26) to determine the teams competing in Round 3 Final Presentation (held the afternoon of March 26).

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. Prize money is provided by the case sponsor.

Event Timeline

- Monday, January 11: **Case released** to student teams via email
- Monday, February 1, 9am: **Q&A Session #1 Questions due** to Tricia McFadden (tmcfadden@francis.edu)
- Wednesday, February 3, 4pm: **Q&A Session #1** (virtual)
- Monday, March 1, 9am: **Q&A Session #2 Questions due** to Tricia McFadden (tmcfadden@francis.edu).
- Wednesday, March 3, 4pm: **Q&A Session #2** (virtual)
- Friday March 19, 5pm: **Round #1 Report Due** to Debbie DeLong (ddelong@chatham.edu).
- Friday March 26, 9am – 3pm: **Rounds #2-3 Event** (virtual)

ROUND 1: MARKETING PLAN GUIDELINES

Round #1 Report Format

- 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. Title page, appendices and references 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 ddelong@chatham.edu by 5pm on Friday March 19
 - PLEASE DO NOT INCLUDE ANY INFORMATION THAT IDENTIFIES YOUR UNIVERSITY!
 - Include the name of all participating students in the body of the email with your marketing plan attached as a pdf document
 - Upon email submission, your team will be assigned a unique identifying number to use on your poster and final presentation

Round #1 Content & Scoring

Each written marketing plan should contain the following sections and 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 & Evaluation Key Performance Indicators Benchmarks of Success	10
Writing Quality and Professionalism	5
TOTAL FOR WRITTEN PLAN	85

Important Terms

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

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.

**ROUND 2: POSTER PRESENTATION
(MARCH 26 10:00AM-12:00PM)**

During this round, judges will review poster displays and interact with team members.

Round #2 Poster Specifications

- Each team develops a Prezi or PPT format poster of their marketing plan for the second round of judging to be held via zoom on Friday March 26, 2021
- Posters may be any size and orientation (portrait or landscape) to enable you to screen share with the judges
 - Your poster must show your unique identifying number, the name of the client, and student(s) names, but NOTHING that identifies the university or your faculty advisor
 - Your goal is to maximize readability, coherence, and enough/not too much content for an effective 5 minute presentation
 - Lettering should be in a standard plain font and easily readable
 - Cite and reference any information that is not your own
 - Use APA style and cite all sources at the bottom/end of the display
- Teams will present their poster to each judge for no longer than 5 minutes followed by 2 minutes of Q&A

Round #2 Visuals

- Each figure or chart should have a brief title, description, and be numbered sequentially
- Figures and charts should be simple and easy to read
- Coordinate the written and visual content for effective use of space and available time

Round #2 Scoring

Each poster is scored out of 15 points total, with points allocated to the following criteria:

Section	Points
Succinct summary of marketing plan content	5
Quality and clarity of visual display	5
Effective Q&A with judges	5
TOTAL FOR POSTER	15

**ROUND 3: FINALS PRESENTATION GUIDELINES
(MARCH 26 12:30-2:45PM)**

During this round, the top 5 teams present their plans to the judges and respond to Q&A.

Round #3 Presentation Format

- Round #1 marketing plan scores and Round #2 poster scores are combined to determine the five finalist teams and the five honorable mention teams
- Teams prepare a presentation in advance, and include their unique identifying number
- The five finalist teams present their marketing plans in PPT format to judges by sharing their screen
- Each team presents a maximum of 15 minutes

Round #3 Presentation Scoring

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

Section	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
TOTAL FOR FINAL PRESENTATION	50

FRIDAY MARCH 26: SCHEDULE DETAILS

The competition will be held virtually, via zoom with zoom invitations provided to all participating teams and attendees by the competition chairs.

- 9:30am-10:00am: Log in, introductions, review schedule, clarify processes
- 10:00am-12:00pm: Judges evaluate posters and question student teams
 - 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-12:45pm: Lunch Break
- 12:45pm-1:00pm: Finalist teams and any honorable mention teams announced by Judges
- 1:00pm-2:30pm: Finalist teams give their 15 minute presentations, respond to Q&A.
 - Judges enter scores for the presentation competition
- 2:30pm-3:00pm: Break
- 3:00pm: Announcement of Winners