

Marketing Plan - Career Development Event

Sponsored by:
Volunteer State Bank



Purpose: The FFA Marketing Plan Career Development Event (CDE) is designed to assist students in gaining an understanding of the marketing process through the development and presentation of a marketing plan.

Background: The FFA Marketing Plan contest is a relatively new CDE. The objectives of this CDE are:

- To develop an understanding of the marketing plan process.
- To provide an activity to focus student and community attention on the agrimarketing curriculum.
- To allow students to explore and prepare for possible careers in agrimarketing.
- To help partnerships and improve relations with agricultural industries, local FFA chapters, and the general public.

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. The team of three

members is scored on both the written plan and the live presentation.

This CDE is currently held on the state and national levels. All chapters in Tennessee are eligible to compete on the state level at the State FFA Convention held each spring in Gatlinburg. The state winner will represent Tennessee at the National FFA Convention in October. Competent judges in the industry are used to evaluate this CDE.

Visibility: The sponsor of this award will be recognized in the following ways:

- Immediate press release recognizing the new partnership.
- Statewide recognition at the state FFA convention in front of 2,500 FFA members.
- Statewide media recognition through press releases in agricultural publications.
- Name of sponsor will be on plaques received by FFA members.

Budget: The annual cost of this three-year commitment is \$1000.00. This amount of support each year will provide for cash awards and the cost of award plaques with the sponsor's name on each of three regional levels and on the statewide level. It will also cover the cost of the individual to compete at the national level.

Expected Results: This partnership will generate added interest and excitement in this award area. Through this increased interest more students will focus their skill development in the area of agricultural marketing.