



# INTEGRATED MARKETING CAMPAIGN EVENTS

INTEGRATED MARKETING CAMPAIGN—EVENT **IMCE**

INTEGRATED MARKETING CAMPAIGN—PRODUCT **IMCP**

*Sponsored by FIDM/Fashion Institute of Design and Merchandising*

INTEGRATED MARKETING CAMPAIGN—SERVICE **IMCS**

The **Integrated Marketing Campaign Events** provide an opportunity for the participants to demonstrate promotional knowledge and skills needed by marketing personnel.

Participants in the Integrated Marketing Campaign Events will:

- develop an integrated marketing campaign of no more than 45 days in length for a real event, product, or service
- present the campaign in a role-play situation to a prospective client/advertiser

The guidelines for each of the Integrated Marketing Campaign Events are consolidated to facilitate coordination of participant activities in each of the campaign categories. This means the guidelines will be exactly the same for each campaign category. However, each campaign category will be treated separately as a competitive event.

## CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the category of campaign.

### MARKETING

**Integrated Marketing Campaign—Event** includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc.

**Integrated Marketing Campaign—Product** includes a campaign that is related to any hard/soft line retail products including e-commerce. Examples include apparel and accessories, retail products, etc.

**Integrated Marketing Campaign—Service** includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, health care services, salons, restaurants, amusement parks, etc.

## EVENT OVERVIEW

- This event consists of the **written document**, the **cluster exam** and the **oral presentation**. The maximum score for the written entry and presentation evaluation is 100 points. The combined written entry and presentation score will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Each event entry will be composed of **one to three members** of the DECA chapter. All participants must present the campaign to the judge. All participants must respond to questions.
- Each participant will be given a 100-question, multiple-choice, **cluster exam** testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators. In the case of team entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry must be limited to **10 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation focusing on the effectiveness of public speaking and presentation skills, how well the participants respond to questions that the judge may ask during the presentation.

## KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Crosswalks that show which 21<sup>st</sup> Century Skills are developed and which common core standards are supported by participating in each competitive event are available at [deca.org](http://deca.org).

## WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

**WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY.** This must be signed and submitted with the entry. Do **not** include it in the page numbering.

**TITLE PAGE.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

NAME OF THE EVENT (one of the following):

- INTEGRATED MARKETING CAMPAIGN–EVENT
- INTEGRATED MARKETING CAMPAIGN–PRODUCT
- INTEGRATED MARKETING CAMPAIGN–SERVICE

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

**TABLE OF CONTENTS.** The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

**BODY OF THE WRITTEN ENTRY.** The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

### I. EXECUTIVE SUMMARY

One-page description of the campaign which should be no more than 45 days in length

### II. DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE

### III. CAMPAIGN OBJECTIVES

### IV. CAMPAIGN TARGET MARKET

### V. CAMPAIGN ACTIVITIES AND SCHEDULE

Include creative samples of marketing pieces suggested

### VI. BUDGET

Detailed projections of actual cost

### VII. KEY METRICS

Key performance indicators that will be used to measure the success of the campaign

### VIII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

### IX. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body.



1-3 PARTICIPANTS



MARKETING  
CLUSTER EXAM



10 PAGES  
ALLOWED



PRESENT CAMPAIGN



15 MINUTES  
INTERVIEW TIME

## **PENALTY POINT CHECKLIST**

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 58. These standards are designed to make competition as fair as possible.

## **PRESENTATION GUIDELINES**

- The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the campaign.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

## **PRESENTATION JUDGING**

Participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a client who will assess the participants' campaign proposals. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



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## WRITTEN ENTRY AND PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Executive Summary: One-page description provides a clear overview of the campaign	0-1-2-3	4-5-6	7-8	9-10	
2. The description of the event, product or service, and business is clearly defined	0-1	2-3	4-5	6	
3. Objectives are defined and referenced throughout the campaign	0-1-2	3-4-5	6	7-8	
4. The target market is clearly analyzed	0-1	2-3	4-5	6	
5. The campaign activities are realistic, show evidence of marketing knowledge, and are research based	0-1-2-3	4-5-6-7	8-9-10	11-12	
6. Unifying theme is evident in all campaign activities	0-1	2-3	4-5	6	
7. Provides high-quality appropriate and creative samples of key marketing pieces suggested	0-1-2-3	4-5-6	7-8	9-10	
8. Campaign schedule is cohesive and plan is no more than 45 days long	0-1-2	3-4-5	6	7-8	
9. The budget is realistic for the campaign and all costs that would be incurred have been considered	0-1-2	3-4-5	6	7-8	
10. Key metrics are well thought out and appropriate for the campaign	0-1-2	3-4-5	6	7-8	
11. The campaign shows evidence of creativity and originality	0-1-2	3-4-5	6	7-8	
12. The written entry is well-organized, professional, and presented in a logical manner	0-1	2-3	4	5	
13. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	0-1	2-3	4	5	

**TOTAL POINTS (100)**

LESS PENALTY POINTS

**TOTAL SCORE**

JUDGE \_\_\_\_\_