The Creative Marketing Project is a chapter project that develops in chapter members an analytical and creative approach to the marketing process, actively engages chapter members in the marketing activities of their community, and provides an opportunity for experienced executives to guide and assist in preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

The Creative Marketing Project is designed to encourage DECA chapter members to recognize marketing as a force for the economic and social good of the community. The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

The project should be a research study in the marketing field, planned, conducted and reported by a DECA chapter, the use of which will measurably improve the marketing activities of an individual company, a group of companies (such as a shopping mall), an organization, a club or the business community. All chapter members are encouraged to participate. Such a project might concern itself with finding new markets for local products, promoting the community's resources, increasing the trading area of facilities, increasing sales, increasing employment, providing better shopping facilities, solving problems or challenges affecting the marketing process, etc.

EVENT OVERVIEW

- The project consists of two major parts: the written document and the oral presentation by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges.
- The body of the written entry must be limited to 30 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 chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives 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 21st century skills, in the following categories, desired by today's employers:

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

A crosswalk is available at www.deca.org that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org that show which common core standards are supported by participating in each competitive event.
FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances and Academic Integrity 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:

- CREATIVE MARKETING PROJECT
- Title of the project (for example, “Improving Access to the Smithville Mall”)
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of chapter representatives
- Date

The 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).

Follow this outline when you write your entry. 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- to three-page description of the project

II. INTRODUCTION
   A. Statement of problem
   B. Significance of the problem studied
   C. Background information: description of the business, community situation or whatever is necessary to understand the value of the project

III. PROCEDURES AND RESEARCH METHODS USED
   A. Description of secondary (library) research conducted: books, articles and other sources on market research, local descriptive data, etc.
   B. Description of primary research conducted
   C. Description of involvement of chapter members and businesspeople in the project

IV. FINDINGS AND CONCLUSIONS
   A. Presentation of findings, data to support findings
   B. Presentation of conclusions, rationale to support conclusions

V. RECOMMENDATIONS
   A. Recommendations resulting from the study
   B. Projected outcomes from implementing the recommendations
   C. Plan for implementing the recommendations
   D. Evidence that the project has been presented to the appropriate business and/or government officials who would benefit from the study

VI. BIBLIOGRAPHY

VII. APPENDIX
   An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline provided, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among the participant teams. Refer to the Written Entry Checklist on page 72 for a complete list of standards.
PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. 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 chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- Each chapter representative 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 project.
- The chapter representatives may use the following items during the oral presentation:
  - not more than three (3) standard-sized posters not to exceed 22½ inches by 30½ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
  - one (1) standard-sized presentation display board not to exceed 36½ inches by 48½ inches.
  - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - one (1) personal laptop computer.
  - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events if applicable to the presentation.
  - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- 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

Chapter representatives will make a 15-minute presentation to you. Remember, you are role-playing the manager who gave the chapter representatives the task of preparing this proposal. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative 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 chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.
Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Judged Score</td>
<td>Little/No Value</td>
<td>Below Expectations</td>
<td>Meets Expectations</td>
<td>Exceeds Expectations</td>
<td>Judged Score</td>
<td>Judged Score</td>
<td>Judged Score</td>
<td>Judged Score</td>
<td>Judged Score</td>
<td>Judged Score</td>
<td>Judged Score</td>
<td>Judged Score</td>
<td>Judged Score</td>
<td>Judged Score</td>
</tr>
</tbody>
</table>

**Written Entry Total Points** (maximum 60 points):

Judge:  A  B  C  D  E  F  G  H  I  J  (circle one)
# CREATIVE MARKETING PROJECT, 2016

## ORAL PRESENTATION EVALUATION FORM

<table>
<thead>
<tr>
<th>Participant: ____________________________</th>
<th>Participant: ____________________________</th>
<th>Participant: ____________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.D. Number: __________________________</td>
<td>I.D. Number: __________________________</td>
<td>I.D. Number: __________________________</td>
</tr>
</tbody>
</table>

### PRESENTATION

<table>
<thead>
<tr>
<th>1. Opening presentation: description of the project; organization, clarity and effectiveness of the presentation</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:

<table>
<thead>
<tr>
<th>2. Initiate the project?</th>
<th>0-1</th>
<th>2-3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Execute and control the project?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4. Manage the project schedule?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5. Manage the project team?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6. Evaluate and close the project?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

### GENERAL

<table>
<thead>
<tr>
<th>7. Overall performance, organization of information and selection and use of graphic aids</th>
<th>0-1</th>
<th>2-3</th>
<th>4-5</th>
<th>6-7</th>
</tr>
</thead>
</table>

LESS PENALTY POINTS:

TOTAL SCORE:

Judge: A B C D E F G H I J (circle one)