



MARKETING & COMMUNICATIONS

The Marketing & Communications competition allows 3 to 5 students to demonstrate creativity, communication skills, and marketing strategies

A club may enter one Marketing & Communications Team.



COMPETITION GUIDELINES

1. Given a prompt, teams of 3 to 5 students will develop a marketing campaign.
Senior Prompt: Develop a platform for College/Career Readiness
Develop a platform for a Partnership with an Established Company
Develop a platform for a Service Product
2. The marketing pitch must not exceed 2 minutes. Presentations may include, but are not limited to ipads, laptops, handouts, storyboards, etc.
3. The team's presentation will be judged based on the criteria listed below.
4. No electricity or internet connections will be provided. Tables will be provided.



EDUCATIONAL CONNECTIONS

- Visual Art Standards
- Information/Media Literacy
- Communication and Collaboration
- Critical Thinking and Problem Solving

Students will investigate, find solutions, designs, and strategies from infinite number of possibilities using inquiry, collaboration, and process based learning.



JUDGING CRITERIA

- Interpretation & illustration of design prompt
- Originality & Creativity
- Overall Visual Quality
- Collaboration

Marketing & Communications	5	4	3	2	1
Interpretation & Illustration of Design Prompt	Excellent: The campaign interprets and illustrates the prompt exceptionally well. Presentation is relevant to prompt. The message is very clear and very concise.	Good: The campaign adequately interprets and illustrates the prompt. The presentation is mostly relevant to the prompt. The message is clear and concise.	Average: The campaign displays an average interpretation and illustration of the prompt. Presentation is somewhat relevant to the prompt. The message is fairly clear.	Fair/Needs Work: The campaign displays minimal interpretation and illustration of the prompt. Presentation is minimally relevant to the prompt. The message is unorganized and difficult to understand.	Poor/Not Acceptable: The campaign does not interpret or illustrate the prompt. The presentation is not relevant to the prompt. The message is neither clear, nor concise
Originality & Creativity	Excellent: The campaign reflects an exceptional degree of team creativity and originality.	Good: The campaign reflects a good degree of team creativity and originality.	Average: The campaign reflects a fair degree of team creativity and originality.	Fair/Needs Work: The campaign reflects a limited degree of team creativity and originality.	Poor/Not Acceptable: The campaign reflects a poor degree of team creativity and originality.
Overall Visual Quality	Excellent: Design creates an exceptional visual display. The work exceeds all expectations and exhibits great effort put into workmanship. Team's explanation of elements of design and marketing of prompt is exceptional.	Good: Design creates a good visual display. The work done is with good effort and there is evidence of adequate workmanship. Team's explanation of elements of design and marketing of prompt is adequate.	Average: Design creates an average visual display. The work done is with fair effort and there is evidence of average workmanship. Team's explanation of elements of design and marketing of prompt is developed.	Fair/Needs Work: Design creates a limited visual display. The work done is with little effort and minimal evidence of workmanship. Team's explanation of elements of design and marketing of prompt is moderate.	Poor/Not Acceptable: Design does not create an appropriate visual display. The work lacks effort and poor workmanship. Team's explanation of elements of design and marketing of prompt is poor.
Collaboration	Excellent: Collaboration is outstanding. Team works cohesively to express ideas from each student in the final presentation.	Good: Collaboration is adequate. Most of the team works cohesively to express ideas from each student in the presentation.	Average: Collaboration is average. Most of the team works together to express ideas in the final presentation.	Fair/Needs Work: Collaboration is minimal. Team does not work cohesively to express ideas in the presentation.	Poor/Not Acceptable: Collaboration is not evident. Team does not work cohesively to express ideas in the presentation.



HOW TO ENTER

- Visit www.betaclub.org/events/conventions and follow directions.
- Register students and then select competitions to enter.
- Select the students that will participate.



NATIONAL ELIGIBILITY
All Trophies Awarded
at State Convention