



Junior Marketing and Communications

The Marketing and Communications competition allows three to five students to demonstrate creativity, communication skills, and marketing strategies. The campaign should exhibit the team's ability to collaborate, problem solve and think critically to develop an effective presentation. A club may have only one entry.

Time Limit: 2 Minutes

Competition Guidelines

- 1 A team of three to five students will develop a marketing campaign using the prompt listed below.

Develop a campaign to promote an attraction or event in your community that could use further publicity.

- 2 The marketing pitch must not exceed 2 minutes. Presentations may include, but are not limited to iPads, laptops, handouts, storyboards, etc.
- 3 Electricity and internet connections will not be provided. Tables will be provided.

Educational Connections

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

How to Enter

- Visit www.betaclub.org/events/conventions and follow directions.
- Register students and then select competitions to enter.

National Eligibility

All Plaques Awarded at State Convention

Judging Criteria

Marketing and Communications	16-20	11-15	6-10	1-5
Interpretation and Illustration of Prompt	Excellent interpretation and illustration of the prompt.	Good interpretation and illustration of the prompt.	Average interpretation and illustration of the prompt.	Minimal interpretation and illustration of the prompt.
Creativity and Originality	The campaign reflects an excellent degree of team creativity and originality.	The campaign reflects a good degree of team creativity and originality.	The campaign reflects an average degree of team creativity and originality.	The campaign reflects a minimal degree of team creativity and originality.
Overall Visual Quality	Creates an excellent visual display and exhibits excellent effort put into workmanship.	Creates a good visual display and exhibits excellent effort put into workmanship.	Creates an average visual display and exhibits excellent effort put into workmanship.	Creates a minimal visual display and exhibits excellent effort put into workmanship.
Teamwork and Collaboration	Excellent teamwork and collaboration to cohesively express ideas from each	Good teamwork and collaboration to cohesively express ideas from each	Average teamwork and collaboration to cohesively express ideas from each	Minimal teamwork and collaboration to cohesively express ideas from each

	student in the final presentation.	student in the final presentation.	student in the final presentation.	student in the final presentation.
Presentation	Excellent explanation of design elements and relevancy to prompt.	Good explanation of design elements and relevancy to prompt.	Average explanation of design elements and relevancy to prompt.	Minimal explanation of design elements and relevancy to prompt.
Deductions	This will be taken one time by the coordinator.	<i>Did not follow competition guidelines -10</i>		

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