

SkillsUSA Events for

# Marketing Education/Business Technology

*Scroll down for Contest Quick Guides*

- Entrepreneurship
- Customer Service\*
- Promotional Bulletin Board\*\*

*\*\*Denotes Contest Shared with other technical areas.*

**\*FOR FULL CONTEST OUTLINES, PLEASE REFER TO THE STATE OR NATIONAL STANDARDS.**

**\*NATIONAL STANDARDS CAN ONLY BE ACCESSED BY INSTRUCTORS WHO HAVE A CURRENT PROFESSIONAL MEMBERSHIP.**

<b>Contest Name:</b>	<b>Entrepreneurship</b>
<b>Shop Alignment:</b>	Business/Marketing Ed
<b>Eligibility:</b>	All Students
<b>Contest Type:</b>	Team (4 members)
<b>In-House Competition:</b>	YES, at the discretion of the shop instructor
<b>District Event:</b>	NO
<b>State Event:</b>	YES—notebooks must be submitted to state office by 4/1 of each year.
<b>National Event:</b>	YES—written, interview, and skill components

**FOR FULL CONTEST OUTLINES, PLEASE SEE YOUR SHOP INSTRUCTOR OR SKILLS ADVISOR.**

**Official Contest Description:**

This is “a team event testing students’ knowledge in starting their own businesses by developing business plans that identify needed products or services in a local market. Emphasis is placed on financial planning and practicality of product/service. Teams give oral presentations based upon their written plans and the team must successfully answer questions by a team of judges in response to typical problem encountered by entrepreneurs during their first year of business” (“Contest Descriptions”).

Source: “Contest Descriptions.” SkillsUSA, [www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/](http://www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/).

<b>Contest Name:</b>	<b>Customer Service</b>
<b>Shop Alignment:</b>	Business/Marketing Ed/Hospitality
<b>Eligibility:</b>	All Students
<b>Contest Type:</b>	Individual
<b>In-House Competition:</b>	YES
<b>District Event:</b>	YES—written test
<b>State Event:</b>	YES—skills based
<b>National Event:</b>	YES—written, interview, and skill components

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**Official Contest Description:**

“The contest evaluates students’ proficiency in providing customer service. The contest involves live, role-playing situations. Contestants demonstrate their ability to perform customer service in both written and oral forms including telephone and computer skills, communications, problem solving, conflict resolution and business etiquette” (“Contest Descriptions”).

Source: “Contest Descriptions.” SkillsUSA, [www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/](http://www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/).

<b>Contest Name:</b>	<b>Promotional Bulletin Board</b>
<b>Shop Alignment:</b>	Design and Visual Communications and Marketing
<b>Eligibility:</b>	All Students
<b>Contest Type:</b>	Team of 3 students
<b>In-House Competition:</b>	No
<b>District Event:</b>	No
<b>State Event:</b>	YES—display and interview
<b>National Event:</b>	YES—written, interview, and skill components

**FOR FULL CONTEST OUTLINES, PLEASE SEE YOUR SHOP INSTRUCTOR OR SKILLS ADVISOR.**

**Official Contest Description:**

This contest “judges bulletin board displays created by SkillsUSA chapters based on the annual SkillsUSA theme. The bulletin boards promote SkillsUSA, career and technical education in general, and related occupational information. An accompanying notebook documents the development and construction of the bulletin board. An oral presentation explains the process, purpose and educational value.”

Source: “Contest Descriptions.” SkillsUSA, [www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/](http://www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/).