

## COMPETITION CATEGORIES

INDIVIDUAL ORALS	
ACT	Accounting Applications <b>Series</b>
AAM	Apparel and Accessories <b>Marketing Series</b>
BSM	Business Services Marketing
<b>FMS</b>	<b>Food Marketing Series</b>
RFSM	Restaurant Food Service Management
MMS	Marketing Management Series
QSRM	Quick Serve Restaurant Management
RMS	Retail Merchandising Series
SEM	Sports and Entertainment Management Series ( <i>introducing new event!</i> )
HLM	Hotel and Lodging Management Series ( <i>introducing new event!</i> )
ASM	Automotive Services Marketing

- **2 case studies (one in the morning, one in the afternoon) - INDIVIDUAL**
- 10 minutes to prepare
- Up to 10 minutes to present to a judge (judge may ask questions within the 10 minute time period)
- **100 questions, marketing-base multiple-choice test**

TEAM ORAL EVENTS ( <i>pairs only</i> )	
BLMDM	Business Law and Ethics Management Team
BMDM	Buying and Merchandising Management Team Decision Making ( <i>introducing new team event!!</i> )
<b>IMDM</b>	<b>Internet Marketing Management Team</b>
FMDM	Financial Services Management
HMDM	Hospitality Services Management
SMDM	Sports and Entertainment Marketing
TMDM	Travel and Tourism Marketing

- **1 case study (either in the morning or in the afternoon) – PAIRS**
- 30 minutes to prepare
- 10 minutes to present to a judge
- 5 minutes for judge to ask questions
- **100 questions, marketing-base multiple-choice test**

## WRITTEN EVENTS

Marketing Research Events	
BFR	Business and Financial Services
GMR	General Marketing Research
HRR	Hospitality and Recreation
RMR	Retail Marketing Research

- two parts, written research paper and presentation – INDIVIDUAL, PARIS OR THREE MEMBERS
- market survey/research component to of the above
- maximum of 30 pages
- 10 minutes to present, 5 minutes for judges' questions

Business Management and Entrepreneurship Events	
IMP	Internet Marketing Plan
ENW	Entrepreneurship Written
IBP	International Business Plan

- two parts, written paper and presentation – INDIVIDUAL, PARIS OR THREE MEMBERS
- maximum of 30 pages
- 10 minutes to present, 5 minutes for judges' questions

ENPI	Entrepreneurship Participating-Creating an Independent Business
ENPF	Entrepreneurship Participating-Creating a Franchising Business

- two parts, written paper and presentation – INDIVIDUAL
- maximum of 10 pages
- 15 minutes to present, 5 minutes for judges' questions

FMP	Fashion Merchandising Promotion Plan
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- two parts, written fact sheet paper and presentation – INDIVIDUAL
- maximum of 10 pages
- 15 minutes to present, 5 minutes for judges' questions

ADC	Advertising Campaign Event
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- three parts, written fact sheet paper, exam and presentation – INDIVIDUAL, PARIS OR THREE MEMBERS
- maximum of 10 pages
- 15 minutes to present, 5 minutes for judges' questions
- 100 questions, marketing-base multiple-choice test

TSE	Technical Sales Event
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- two parts, exam and presentation – INDIVIDUAL
- 15 minutes to present, 5 minutes for judges' questions
- case is given ahead of time so that participant may prepare