

2025–2026 Competitive Events Guidelines

Foundations of Marketing



Foundations of Marketing challenges members to demonstrate their understanding of basic marketing concepts through an objective test. This event covers topics such as market research, branding, promotion, consumer behavior, and the marketing mix used to effectively reach and engage target audiences.

Event Overview

Division	Collegiate
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

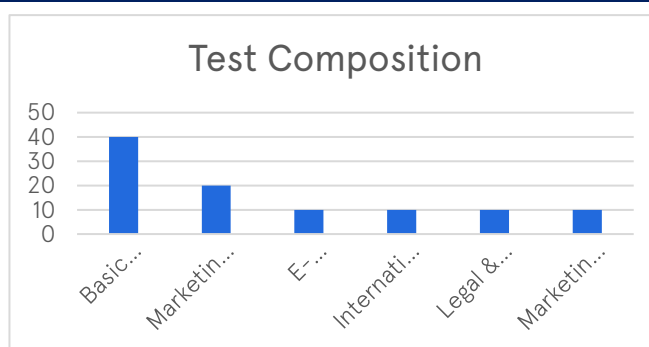
Educational Alignments

Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Technology

This event is intended for students who are early in their collegiate academic journey and just beginning their study of marketing. Only members who have completed no more than six credit hours on a semester schedule (or the equivalent number of quarter hours) of college-level marketing coursework by May 1, 2026, are eligible to compete.

Knowledge Areas

- Basic Marketing
- Marketing Concepts & Strategies
- E-Marketing
- International Marketing
- Legal and Social Aspects
- Marketing Research



Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.

State

Check with your State Leader for state-specific competition information and deadlines.

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National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password provided at test check-in)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- State Entry Limits:** Each state may submit up to four entries per event.
- Event Participation Limits:** Each member may participate in:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

Event Administration

- Test Duration:** 50 minutes
- Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).

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- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in [CONNECT](#). These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

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Study Guide: Knowledge Areas and Objectives

A. Basic Marketing

1. Explain the 4 Ps of marketing: Product, Price, Place, and Promotion.
2. Describe the seven marketing functions: marketing information management, financing, pricing, promotion, product/service management, distribution, and selling.
3. Describe the difference between consumer and organizational markets.
4. Define market segmentation: target market, demographics, psychographics, geographic, and behavioral segmentation.
5. Explain the distinction between goods and services and their characteristics.
6. Define the role of distributors, retailers, and other intermediaries in delivering products, services, and information to customers.
7. Explain warranties and guarantees.
8. Name stages of product life cycle.
9. Acquire product knowledge and benefits/product features to assist customer with business decision.
10. Explain the concept of product mix and utilize product mix strategies to meet customer expectations.
11. Identify reasons for selecting different types of promotion.
12. Explain the elements of the promotional mix: advertising, publicity, personal selling, sales promotion, and visual merchandising.
13. Describe the advertising planning process.
14. Explain types of advertising media and communication channels used in sales promotion.
15. Compare and evaluate advertising media.
16. Implement display techniques and other visual merchandising techniques to attract customers and increase sales.
17. Implement receiving processes to ensure accuracy and quality of incoming shipments.
18. Utilize warehousing procedures to store merchandise until needed.
19. Identify transportation processes to move products through the supply chain.
20. Evaluate different types of inventory systems.
21. Describe and apply pricing strategies to determine prices.
22. Develop a foundational knowledge of pricing to understand its role in marketing.
23. Assess pricing strategies to identify needed changes and to improve profitability.
24. Identify the factors that influence the price of an item.
25. Set prices that demonstrate value to the customer and capture value for the business.
26. Determine the selling price of a product – calculate mark-up, mark-down, sales tax, and discounts.
27. Describe the steps of the personal selling process.
28. Discuss motivational theories that impact buying behavior.
29. Compare and contrast advantages and disadvantages of sales promotion.

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30. Discuss how customer behavior and retention drive marketing decisions and company profitability.
 31. Use marketing information to determine and meet customer needs.
 32. Describe factors used by businesses to position corporate brands.
 33. Discuss the importance and benefits of branding.
 34. List principal functions of product packaging.
- B. Marketing Concepts and Strategies
1. Define marketing, its purpose, and discuss what it entails.
 2. Describe marketing's role and function in business.
 3. Identify how marketing information is acquired and how it contributes to marketing decisions.
 4. Analyze cost/profit relationships to guide business decision making.
 5. Implement accounting procedures to track money flow and ensure solvency – relationships among total revenue, marginal revenue, output, and profit.
 6. Assess marketing strategies to improve return on marketing investment (ROMI).
 7. Maintain property and equipment to facilitate ongoing business activities.
 8. Devise security measures to minimize loss and protect employees.
 9. Develop a complete marketing plan, including marketing research instrument (survey), marketing mix decisions, marketing strategies, and implementation strategies.
 10. Identify how to implement, control, and develop marketing and contingent plans.
 11. Explain marketing research activities to develop or revise marketing plan.
 12. Develop merchandise plans (budgets) to guide selection of products.
 13. Analyze vendor performance to choose vendors and merchandise.
 14. Assess marketing information needs to develop a marketing information management system.
 15. Manage channel activities to minimize costs and to determine distribution strategies.
 16. Monitor sales activities to meet sales goals/objectives.
 17. Implement organizational skills to improve efficiency and workflow.
 18. Manage marketing information to predict/analyze consumer behavior and to facilitate product/service management decisions.
 19. Manage staff growth and development to increase productivity and employee satisfaction.
 20. Plan/manage product/brand lifecycle.
 21. Evaluate alternative marketing techniques and procedures for achieving product development objectives.
 22. Define market saturation.
- C. E-Marketing
1. Discuss role e-commerce will play in the marketing of goods and services.
 2. Identify online shopping techniques for sales and purchasing.
 3. Explain how a website presence can be used to promote a business/product.
 4. Develop a marketing plan for a company website.
 5. Distinguish between positive and negative marketing options for companies with online presence.

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6. Design and create a webpage for a target audience with graphics and online shopping cart.
 7. Define e-commerce and distinguish between the types of e-commerce sites.
 8. Discuss consumer fears in relation to e-commerce and suggest ways to effectively address these fears on a site.
 9. Describe the powerful tool of e-mail marketing.
 10. Describe the concept of securing a site for online transactions (e.g., SSL and digital certificates).
 11. Explain the options for shipping products to the customer.
 12. Describe strategies for providing customer service relations and repeat sales from existing customers.
- D. International Marketing
1. Explain the difference between international marketing and domestic marketing.
 2. Define globalization, importing, exporting, free trade, tariff, and exchange rate risk.
 3. Explain the components of the international marketing environment, giving examples of exports and imports, and purpose of trade barriers.
 4. Explain how importing creates business opportunities.
 5. Describe the process used in international business transactions.
 6. Explain how legal systems affect international business, term liability, property rights, trademarks, and contracts.
 7. Explain the concept of culture and its impact on international trade.
 8. Identify the cultural elements that are most likely to impact trade.
 9. Identify various global market strategies that can be used to meet market needs.
 10. Evaluate the influence of social, political, legal, economic, global, and technological forces on marketing practices.
- E. Legal and Social Aspects
1. Describe the impact of government on business activities – taxes, supply and demand, effect of fiscal and monetary policies.
 2. Describe the economic indicators that impact marketing activities such as inflation, unemployment, and interest rate fluctuations.
 3. Explain the concept of Gross Domestic Product.
 4. Explain social responsibility as it applies to marketing.
 5. Provide examples of socially responsible behavior in marketing.
 6. Explain the purpose of a code of ethics.
 7. Apply ethical actions in obtaining and providing information to acquire the confidence of others.
 8. Define conflict of interest.
 9. Identify how the legal system works.
 10. Define contracts and torts and identify common business torts.
 11. Identify types of intellectual property.
 12. Describe the impact of specific marketing regulations/laws on both domestic and international business.

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13. Describe the ways in which special interest groups (e.g., pressure from government and labor groups) and changing cultural characteristics (e.g., aging population, single-person households, and mobility) influence marketing.
 14. Discuss the federal regulatory agencies (e.g., Food and Drug Administration, Consumer Product Safety Commission, and Environmental Protection Agency).
- F. Marketing Research
1. Describe the marketing research process.
 2. Implement procedures to ensure confidentiality and security of respondents.
 3. Establish the objective and purpose of marketing research.
 4. Design quantitative marketing research activities to ensure accuracy, appropriateness, and adequacy of data collection efforts.
 5. Design qualitative marketing research study to ensure appropriateness of data-collection efforts.
 6. Report findings to communicate research information to others.
 7. Assess quality of marketing research activities to determine needed improvements.
 8. Determine appropriate tools, statistical software, and modeling techniques to aid in data interpretations.
 9. Explain the purpose of primary research and describe the methods to collect primary data: survey, observation, focus groups, and experimental.
 10. Explain the purpose of secondary research and describe the methods to collect secondary data: internal company data, internet sources, federal and state governmental sources, and trade organizations.
 11. Describe the methods to analyze and present research data: charts, graphs, and percentages.
 12. Describe limitations of market research: cost, accuracy, time, and security.