

MARKETING PLAN

Purpose:

The National FFA Marketing Plan Career Development Event (CDE) is designed to assist students with developing practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply or service. It is intended as a competitive activity involving a team of three people working for an actual local agribusiness, either as an existing or start-up enterprise, to support the outreach mission of FFA.

Description:

Participants of the marketing plan CDE will develop and present a marketing plan and answer questions based on the plan and general marketing knowledge.



Career Opportunities:

- Marketing specialist
- Graphic designer
- Communications specialist
- Brand manager
- Food stylist
- Product buyer
- Social media strategist



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CDE