

#### What is it?

Participate in this CDE to develop practical skills in the marketing process by developing and presenting a marketing plan. The plan promotes a current or proposed agricultural product, supply or service. In competition, your team presents its plan and answers judges' questions.

#### Career Opportunities

##### *Career Clusters*

- Management and Financial Specialties
- Marketing, Merchandising, and Sales

##### *Career opportunities found in the career cluster areas:*

- **Management and Financial Specialties** – agricultural market analyst, marketing manager
- **Marketing, Merchandising, and Sales** - account executive, advertising manager, commodity broker, forest products merchandiser, grain merchandiser, marketing manager, grain broker

#### Educational Requirements

**Bachelor Degree** – agricultural market analyst, marketing manager, account executive, commodity broker, forest products merchandiser, grain merchandiser, marketing manager, grain broker

#### SAE Opportunities

Creating and maintaining an agricultural website, raising and marketing flowers at a farmer's market, employment at a company that is responsible for marketing an agricultural commodity, raising market livestock animals

#### Proficiency Award Areas

Agriculture Sales and/or Service