Broadcast Journalism

You are part of your school's broadcast program. Deliver a LIVE broadcast event that includes the following:
- Highlight of a community service project
- College preparation tips
- Career/military exploration information
- Cafeteria offerings
- A story of an inspiring person in your school or community

Business Ethics

What implications will the invention of applications such as ChatGPT and DALL-E have on the world of business? *See the competitive event guidelines for the entire topic.*

Coding & Programming

Create a program that allows your school's Career and Technical Education Department to collect and store information about business and community partners. This program should include information on at least 25 different partners (real or fictional), with details such as, but not limited to, the type of organization, resources available, and direct contact information for an individual. The program should enable users to search and filter the information as needed.

Computer Game & Simulation Programming

Create an adventure game with a storyline incorporating FBLA goals, concepts, and/or history. The game must:
- Be playable on the student device using Windows 10, Mac OS, or a modern web browser.
- Be compatible with a maximum ESRB rating of E10+.
- Be secure and bug-free.
- Include:
  - A hero
  - At least one villain
  - Use of arrow keys for movement and can incorporate other keys for other actions
  - Scoring (examples include points system, leaderboards, etc.)
  - Win/lose screens
  - At least two levels of play

Data Analysis

Sun Motor Company is a fictious auto manufacturer selling internal combustion (gas-powered) vehicles primarily in the United States. Sun Motor Company executives have expressed interest in the potential that electric vehicles could bring to the business. Your team is a consultant making data-driven recommendations for the executives. Using the datasets given analyze the data and provide analyses and recommendations about the opportunities and challenges facing the business. Not all datasets need to be included in the analysis and you are encouraged to include outside research. *(The datasets will be included in the guidelines when released.)*

Digital Animation

Create an animated video for incoming freshmen that teaches a business concept related to any FBLA competitive event.

Digital Video Production

Create a video that instructs others how to use a technology tool (hardware or software) found in a business setting. All video content must be original.

Graphic Design

Your marketing firm has been asked to create a branding package for a new business in your community. The branding package needs to showcase your unique style and highlight your skills in today's design industry. Branding package to include:
- Brand and logo design
- Infographic or brochure of the business
- Advertisements for the promotion of the business
  - Magazine advertisement
  - Billboard (14 feet high and 48 feet wide)
  - Two different social media posts

Introduction to Business Presentation (9th-10th graders)

Develop a presentation exploring the reasons behind business failures and explain strategies that a business can use to avoid failures.

Introduction to Emerging Business Issues

The global economic outlook is expected to continue with inflation and subdue economic growth. Many industries are still plagued by supply chain issues that emerged during the global shutdowns caused by Covid 19 and were only worsened by the political unrest in other countries. How can industries deal with supply chain shortages and rising logistical costs?

Introduction to Programming (9th-10th graders)

Create a program that allows students at your school to calculate their grade point average. Use your school's grading scale to calculate both weighted and unweighted grade point averages.

Introduction to Public Speaking (9th-10th graders)

Develop and deliver a speech based on the following topic: What skills are essential to secure your first job?

Introduction to Social Media Strategy (9th-10th graders)

Your marketing firm has been asked to present a social media strategy for the online summer fundraising event for your state FBLA chapter. This event is used to secure new donors and increase existing donor support. You are being asked to present your social media strategy to the state FBLA Board of Directors at their annual meeting. Address the following in your social media strategy, focusing on ONE social media platform:
- A schedule of social media posts
- An example of a social media post
- A plan to develop awareness of the fundraising event and organization.

Do not create live accounts.

Mobile Application Development

Create a mobile application that enables students to create a portfolio of their high school experiences. This app should allow students to showcase any of the following: their academic achievements, athletic participation, performing arts experience, clubs and organization memberships, community service hours, honors classes, and other related items.

Public Service Announcement

There's more to FBLA than competitions! Create a public service announcement to share the benefits and opportunities around FBLA that are not a part of the Competitive Events Program.

Public Speaking

Develop and deliver a speech based on the following topic: Based on the legal and ethical implications of cybercrime, what can be done to help combat cybercrime?

Social Media Strategies

Your marketing firm has been asked to create a social media campaign for your local animal shelter to promote adoptions. Address the following in your social media strategy:
- A schedule of social media posts
- Three examples of social media posts on multiple platforms
- Promotional plan of the campaign
- A plan to develop awareness of the animal shelter.

Do not create live accounts without permission from the animal shelter.

Visual Design

Design a storefront display for a local business' holiday promotion. Include pictures or sketches of a window, door, and sidewalk display highlighting the promotion for the business.

Website Coding & Development

A business has approached your team and asked you to develop a website that advertises their open positions. The website must showcase your coding and creative design skills. Your website must include the following:
- A page including information about benefits and/or reasons to work at the company.
- A page including at least three different job openings at the company.
- An online job application form that allows applicants to apply for jobs at the company.

Note: Website does not have to be live. If partnering with an actual business, permission must be received from the business to make the website public.

Website Design

A local non-profit organization will hold a gala in the next 90 days to help raise funds to support their mission. You have been asked to design a website that promotes the benefits of partnering with them and the upcoming gala. The website should include the following elements:
- Navigation menu
- A header that promotes the non-profit organization and its activities
- A sub-section highlighting the gala and relevant information.
- An online form page to donate to the non-profit organization.
- An online form page to register for the gala.

Note: Website does not have to be live. If partnering with an actual non-profit organization, permission must be received from the non-profit organization to make the website public.