

Ontario Colleges' Marketing Competition

Fanshawe College | November 15-16, 2018



Quiz Bowl

A. Quiz Bowl Rules

- Each team will consist of four students from unique, randomly selected colleges. It is the responsibility of each college to appropriately train its members so that they can adequately represent their school.
- Quiz Bowl is the only visual event in OCMC. Team enthusiasm and support are encouraged. Cheering, the waving of banners and applause are reasonable expressions of team commitment. More overt expressions, such as “noise-makers”, are not encouraged so that teams on-stage and Quiz Bowl judges are not distracted from the competition.
- In the spirit of sportsmanship, all teams are expected to remain **until the end of the event**. Faculty is charged with the responsibility of keeping team members present.
- Team pairings will be established by the host college. In Round 1, teams are paired off for head-to-head competition. The highest scoring team in each pairing advances to the next round.
- If there are an odd number of teams in Round 1, the highest scoring losing team in that round will advance to the second round.
- Teams will compete in successive rounds until a final winner is determined. The two winning teams from the semi-final round will compete for First and Second place. The two losing teams in the semi-final round will compete for Third place.
- A student can only participate in the Quiz Bowl once.

B. Quiz Bowl Procedure

- The moderator reads the questions aloud. Once the reading is complete the question will be displayed on the screen. Should a competitor press the buzzer while the moderator is reading, the moderator will stop, and the student will answer the question within 20 seconds. The buzzing team will be given a warning when 5-seconds remain on the clock.
- If the buzzing team answers the question incorrectly, the opposing team will have a chance to answer. Prior to answering, the moderator will read the entire question. The team will have 10 seconds to answer. This 10second rule will be strictly enforced. The opposing team will be given a warning when 5-seconds remain on the clock.
- If a question has been fully read, the teams have 10 seconds to answer. If after 10 seconds, no team has buzzed, the moderator will move on to the next question.

C. Point System

Points	Action
10 points	Team buzzes first and answers correctly.
-7 points	Team buzzes first and answers incorrectly.
5 points	Opposing team answers correctly. No penalty for an incorrect answer.

D. Event Scoring for Awards

Place	Points awarded
1st place	16 points (4 points per college)
2nd place	12 points (3 points per college)
3rd place	8 points (2 points per college)
4th place	4 points (1 point per college)

The top three teams will be announced and awarded at the Awards Banquet.

E. Judging

- If there is a challenge regarding the accuracy of a response (e.g. if another term is an acceptable alternative), the judges will make a decision on the matter. Competitors must recognize that definitions do vary from text to text and that there could be subtle variances in the interpretation of some concepts.
- Judges' decisions are final!

F. Source of Questions

- 7 questions per round
- 3 questions will come from Marketing textbooks. These questions are not to be definitions taken directly from the text. Students must understand the concepts explained in the textbooks.
- 4 questions on current events will come from a marketing oriented magazine/periodical
- A tie breaker will be 3 questions from the textbooks.

Textbooks

Textbook: Think Marketing, 3rd Edition, Tuckwell, Pearson Education		
<i>Chapter</i>	<i>Topic</i>	<i>Pages</i>
5	Consumer Buying Behaviour	103-113
11	Pricing	232-245

Textbook: Marketing, 10th Canadian Edition, Crane, McGrawHill Ryerson		
<i>Chapter</i>	<i>Topic</i>	<i>Pages</i>
11	Managing Products & Brands	267-283
16	Integrated Marketing Communications & Direct Marketing	416-441
17	Advertising, Sales Promotions & Public Relations	449 and 458-464

Textbook: MKTG, 3rd Canadian Edition, Lamb, Nelson		
<i>Chapter</i>	<i>Topic</i>	<i>Pages</i>
13	Marketing Channels and Supply Chain Management	234-248

3 questions from the textbooks above and 4 questions from the magazine issues below will be used in each round.

Questions taken from the textbooks will be expanded beyond definitions alone to include principles and fundamental concepts.

Textbook material will only cover definitions used in the specific chapters. No 'figure' or 'case' material highlighted in the chapters will be used.

Magazine

- Questions will be taken from 4 Issues of *Strategy Magazine*: January/February, March, April, and May/June 2018 issues
- Copies are available free online