

Qualifier will be respective Cluster Exam ONLY for EVERY member in the group
 maximum of two entries PER event regardless of Chapter size
 each entry may have 1 to 3 members; will vary by event

Integrated Marketing Campaigns

Legend for
EXAM
CLUSTERS

- IMCE** Integrated Marketing Campaign (Event)
- IMCP** Integrated Marketing Campaign (Product)
- IMCS** Integrated Marketing Campaign (Service)

Marketing

Consulting Events

Legend for
EXAM
CLUSTERS

- HTPS** Hospitality and Tourism Professional Sales Event
- PSE** Professional Selling Event
- FCE** Financial Consulting Event

} single
events
only

Hospitality and
Tourism

Marketing

Finance

Business Management and Entrepreneurship Events

Legend for
EXAM
CLUSTERS

- EIB Independent Business Plan
- EIP Innovation Plan
- IBP International Business Plan
- ESB Start-Up Business Plan
- EFB Franchise Business Plan
- GRIT The GRIT Tank

Entrepreneurship

Business Operations Research Events and Chapter Team Events

Legend for
EXAM
CLUSTERS

- BOR Business Services Operations Research Event
- BMOR Buying and Merchandising Operations Research Event
- FOR Finance Operations Research Event
- HTOR Hospitality and Tourism Operations Research Event
- SEOR Sports & Entertainment Marketing Operations Research
- PMBS Business Solutions Project
- PMCD Career Development Project
- PMCA Community Awareness Project
- PMCG Community Giving Project
- PMFL Financial Literacy Project
- PMSP Sales Project

Entrepreneurship