3D ANIMATION
Air travel is an ever-evolving collection of changes. Recently, the TSA launched TSA PreCheck where can go through a detailed background check and earn the right to have expedited screening at select airports throughout the United States. Create an animated video that highlights the normal frustrations of airport security, explains the benefits of TSA PreCheck, and motivates the audience to become known travelers who can use the TSA PreCheck program.

Please take special note—this is not just filming a video—it is creating an animation-based overview of the differences between standard screening and TSA PreCheck.

BUSINESS ETHICS
Research an ethical topic dealing with global business and sweatshops and/or child labor.

BUSINESS FINANCIAL PLAN
You are planning to open a one-stop shop home improvement store where customers will be able to purchase a variety of items including kitchen cabinets, closets, outdoor decks, curio cases, lighting, surveillance cameras, furniture, home theater equipment, flooring, and other home enhancements. Competition includes hardware stores, furniture stores, entertainment and electronic stores, and interior design companies.

Your niche is that everything available in these stores can be purchased in one location where customers can get bundle deals on multiple goods to save money. You are planning to open your facility in a 25,000 square foot, stand-alone store and warehouse. You will need to purchase inventory for the store and stock the warehouse, as well as hire contractors, installers, and truck drivers to assist with the delivery and set up or building of purchases.

BUSINESS PRESENTATION
You have been asked to make a presentation to the local Chamber of Commerce on how they can protect themselves from Identity Theft.

COMPUTER GAME & SIMULATION PROGRAMMING
You are a computer virus tracker. You live inside a computer and travel the network looking for viruses and malware. When some are detected, you have to travel to the infection site and launch anti-virus software discs at the malware minions. Escalate the adventure from basic network bugs to a Web Bot boss. Take note in design to include computer networking structure and devices.

DIGITAL DESIGN & PROMOTION
You are on the staff of a large marketing firm in New York City and Miles Stanish has hired your firm. He is opening a bicycle store in New York and plans to name it Cycle Fitness. Your firm is to design a new logo for this new shop as well as for future locations he plans to open.

Cycle Fitness plans to hold free seminars on bike safety, cycling for fitness, what to look for when buying a bicycle, choosing the right bike, choosing a bike for a child, and creating a cycle group that will be doing monthly cycle trips. Your firm must design the new logo, a grand opening postcard for mailing, a rack card that will sit on the counter in a holder indicating all the seminars offered, a business card, a quarter-page advertisement, and a t-shirt.
Information: Opening date is June 1; Address: 123 Avenue of the Americas, New York, NY 20013, phone 212.555.3456

Components:
- The logo will be full color and should be incorporated on all of the printed pieces.
- The grand opening postcard will be printed full color both sides with a mail panel. Size is 8.5” wide x 5.5” tall.
- The business cards will be full color, with bleeds, 1 side. Size is 2” wide x 3.5” tall vertical card.
- The rack card will be full color both sides. Size is 4” wide x 9” tall.
- One-quarter page fir broadsheet (5.14” x 10.5”) grayscale newspaper advertisement to appear in newspapers for grand opening.

DIGITAL VIDEO PRODUCTION FBLA
Create a FBLA membership video to recruit FBLA members in your school and to show at career fairs and the community.

DESKTOP PUBLISHING
Some of your friends have started their own band and have asked you to be their marketing manager. You have been given the task to develop their promotional materials. You will need to design a poster that they will display in towns where they perform, a brochure they will send to different markets promoting the band, a business card, and quarter-page advertisement they will use for newspapers, magazines, and other areas.

DIGITAL DESIGN AND PROMOTION
You are on the staff of a large marketing firm in New York City and Miles Stanish has hired your firm. He is opening a bicycle store in New York and plans to name it Cycle Fitness. Your firm is to design a new logo for this new shop and as well as for future locations he plans to open. Cycle Fitness plans to hold free seminars on bike safety, cycling for fitness, what to look for when buying a bicycle, choosing the right bike, choosing a bike for a child, and creating a cycle group that will be doing monthly cycle trips. Your firm must design the new logo, a grand opening postcard for mailing, a business card, a rack card that will sit on the counter in a holder indicating all the seminars offered, and a quarter-page advertisement, and a t-shirt.

Information
- Opening Date is June 1
- Address: 123 Avenue of the Americas, New York, NY 20013, phone 212.555.3456
- Rack Card: Create at least five seminars and cost

Components
- The logo will be full color and should be incorporated on all of the printed pieces.
- The grand opening postcard will be printed full color both sides with a mail panel. Size is 8.5” wide x 5.5” tall.
- The business cards will be full color, with bleeds, 1 side. Size is 2” wide x 3.5” tall vertical card.
- The rack card will be full color both sides. Size is 4” wide x 9” tall.
- One-quarter page (5.14” x 10.5”) grayscale newspaper advertisement to appear in newspapers for grand opening.

E-BUSINESS
Set up a website for young artistic entrepreneur(s) to sell their art, pottery, jewelry, etc. You should include, but not limited to, pictures, bio of the entrepreneur(s), social media links, purchase and shipping information, and shopping cart. Information may be fictitious.

EMERGING BUSINESS ISSUES
Consumer products sold by brand name companies have been facing increasing challenges throughout the recession as well as the increase in online shopping. Brand loyalty in three categories (food, beverage, and household goods) has decreased for three years (2013 American Pantry Study). The amount of consumers willing to purchase their traditional brands, regardless of whether the brand is on sale or not, has decreased from 33 percent in 2010 to 29 percent in 2012. One of the reasons this is occurring is competition from consumer products private label choices. The 2013 American Pantry Study found that 88 percent of consumers who have become purchasers of private label products will not return to their previous national brand purchases even once the economy has recovered.

- How will this trend positively affect the overall consumer products industry?
- How will this trend negatively affect the overall consumer products industry?

MOBILE APPLICATION DEVELOPMENT
Your school has asked you to write a mobile application announcing activities at your school including dates, times, and contact information. With this app include an events list that retrieves events starting at the current day and extending into the next few months. Include a banner image scroller to this application.

PUBLIC SERVICE ANNOUNCEMENT
Green Teens--Produce a PSA that points out simple life changes teens can make that will impact our environment in a positive way.

SOCIAL MEDIA CAMPAIGN
Your adviser wants to increase FBLA membership by 10 percent over last year's number. As the Recruitment Committee Chair, your task is to develop a comprehensive communications plan. Due to your limited budget, a critical element of your plan will involve social media.

Develop a social media marketing plan for your back-to-school recruitment event. Because students decide within the first two weeks of the school year which student organizations they will join, this event is a critical recruitment tool and is highly visible to both your chapter members and the school community. You are competing against a number of diverse student organizations, so your campaign needs to have a strong call-to-action.

You will use at least three social media platforms (e.g., Facebook, Twitter, Pinterest, Instagram, Tumblr, etc.) and utilize a creative mix of video, photos, and text to promote the unique benefits of FBLA to your target audience. You will incorporate a mix of owned, earned and paid media (note: if social advertisements are part of your marketing strategy, it is not necessary to set them to be “live”). All information used may represent your local chapter or be based solely off of a fictitious student organization.

WEBSITE DESIGN
Develop a website for Cycle Fitness, a new company opening up in New York City. The shop's address is 3455 42nd Street, New York, NY 10007. The store will be selling a variety of bicycles including road bikes, mountain bikes, cyclocross bikes, folding bikes, electric-assist bikes, women's bikes, children bikes, etc. The owner also plans to have seminars on bike safety, cycling for fitness, choosing the right bike, etc. as well as have monthly cycle trips in and out of the city. Highlight the different types of bicycles, seminars, and trips. Include a Q&A section and contact section.