

**ELEMENTARY AND JUNIOR HIGH SCHOOL SPELLING BEE
COMPETITION AT POLBENG BUSINESS EXPO(CASE STUDY:
MARKETING ASPECT)”**

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ABSTRACT

The Polbeng Business Expo, organized by the Bengkalis State Polytechnic, featured various competitions, one of which was the Spelling Bee Competition for elementary and middle school students. This article focuses on the marketing aspects of organizing this educational event. Project implementation follows a structured approach that includes preparation, implementation, achievement and completion stages, with special emphasis on the allocation of marketing aspects. The preparatory phase involves obtaining strategic sponsorship and allocating resources to engage qualified judges and speakers in English spelling expertise. Marketing management plays an important role in the implementation stage, including detailed budget tracking, event promotion steps and target participants for the competition. The event was held on 30-31 October 2024 at GKT and IT. Successfully managed resources for 11 committee members, two judges, one speaker, and 115 participants. The financial framework implemented includes systematic management of sponsor funds, efficient resource allocation and careful monitoring of operational costs. This structured marketing approach contributed significantly to the success of the event, demonstrating the importance of strong marketing management in hosting educational competitions.

Keyword: Spelling Bee Competition, Elementary and middle school, Marketing Management.