全国高校商业精英挑战赛组委会

2027 年“一带一路”国家留学生商业精英挑战赛品牌策划竞赛暨全国高校商业精英挑战赛品牌策划竞赛在华留学生赛道方案及细则

Rules of " Belt and Road" Business Elite Challenge Brand Planning Competition 2027

- International Students Track

- China University Business Elite Challenge Brand Planning Competition



拍摄于 2026 年 5 月

目录

一、组织机构 ..... - 1 -
1. Organizational Structure
二、参赛对象 ..... - 1 -
2. Eligible Participants
三、竞赛组织 ..... - 1 -
3. Competition Organization
四、竞赛形式及规则 ..... - 2 -
4. Competition Format and Rules
五、竞赛日程 ..... - 7 -
5. Competition Schedule
六、策划方案要求 ..... - 9 -
6. Requirements of Planning Proposals
七、评分标准 ..... - 15 -
7. Scoring Criteria
八、奖励办法 ..... - 17 -
8. Awards
九、收费标准 ..... - 18 -
9. Fee Standard
十、仲裁与投诉建议 ..... - 18 -
10. Arbitration, Complaints and Suggestions
十一、竞赛组委会联系方式 ..... - 19 -
11. Contact Information

附件 1.全国总决赛评分表 ..... - 22 -
Annex 1: National Finals Scoring Sheet
附件 2.全国总决赛扣分细则 ..... - 24 -
Annex 2: National Finals Scoring Penalty Rules
附件 3.企业授权书模版 ..... - 27 -
Annex 3: Corporate Power of Attorney Template
附件 4.作品原创性声明及作品版权声明模版 ..... - 29 -
Annex 4: Entry Originality and Copyright Statement Template
附件 5.品牌策划方案 AI 使用规范 ..... - 32 -
Annex 5: AI Usage Guidelines for Brand Planning Proposal
附件 6.平台报名操作流程说明（教师操作） ..... - 36 -
Annex 6: Instructions for Platform Registration Procedure (For Teachers)

一、组织机构

主办单位：中国国际贸易促进委员会商业行业委员会

中国国际商会商业行业商会

中国商业文化研究会

承办单位：中国国际贸易促进委员会商业行业委员会

1. Organizational Structure

Hosts: CCPIT Commercial Sub-council

CCOIC Commercial Chamber of Commerce

Commercial Culture Association of China

Organizer: CCPIT Commercial Sub-council

二、参赛对象

全日制在校在华留学生（指持外国国籍，来华进入中国高等院校注册、长期线下全日制学习的外籍学生）

2. Eligible Participants

Full-time international students studying in China (referring exclusively to foreign nationals who are enrolled at Chinese higher education institutions and receive long-term offline full-time academic education in China).

三、竞赛组织

在全国高校商业精英挑战赛组委会（以下简称“竞赛组委会”）的领导下，由主办单位联合有关单位成立品牌策划竞赛执委会（以下简称“竞赛执委会”），负责竞赛的统筹工作。竞赛执委会下设秘书处和评审委员会。竞赛执委会秘书处设在中国国际贸易促进委员会商业行业委员会教育培训

部，负责竞赛的组织和实施工作。评审委员会成员由有关专家组成。

3. Competition Organization

Under the leadership of the Organizing Committee of China University Business Elite Challenge (hereinafter referred to as the Competition Organizing Committee), the co-organizers, together with relevant institutions, establish the Executive Committee of Brand Planning Competition (hereinafter referred to as the Competition Executive Committee) to oversee the overall coordination of the competition.

The Competition Executive Committee consists of a Secretariat and a Jury Panel. The Secretariat is located in the Education and Training Department of the CCPIT Commercial Sub-council, taking charge of the organization and implementation of all competition procedures. The Jury Panel is composed of relevant industry experts and scholars.

四、竞赛形式及规则

在华留学生赛道基于产学合作模式，采取团体赛形式（每个团队由 3-5 名选手和 1-2 名辅导教师组成，选手不可跨队/跨校组队，教师可同时指导多个团队但不可跨校指导），参赛团队以“XXX 品牌策划工作室”名义参赛（队伍名称及作品名称可自拟，不体现院校信息即可），**品牌策划需要事先征得相关企业的书面同意**（需要准备企业授权书，模板另附）。参赛团队可以为他们本国产品进入中国市场做品牌策划，或者为中国的产品进入本国市场做品牌策划，参赛团队必须选择**真实存在的品牌**为策划对象撰写品牌策划方案。

4. Competition Format and Rules

The International Students Track adopts a team competition model built on industry-university cooperation. Each team consists of 3 to 5 student participants and 1 to 2 supervising instructors. Participants are not allowed to form cross-team or cross-university groups. Instructors may supervise multiple teams simultaneously but cannot provide cross-university guidance.

All competing teams shall register under the name "XXX Brand Planning Studio". Team names and entry titles can be self-defined, provided that no university information is disclosed. The brand planning project must obtain prior written consent from the relevant enterprise; a corporate authorization letter (template attached separately) is required.

Teams may design brand plans either for products from their home countries entering the Chinese market or for Chinese products entering their home markets. All teams must select a real existing brand as the subject to complete the brand planning proposal.

比赛分为校赛、全国预选赛、全国总决赛、全球总决赛四个阶段，校赛阶段由院校自行组织，其他阶段由竞赛执委会组织进行。

The competition is divided into four rounds: Intra-university Contest, National Preliminary Contest, National Grand Finals and Global Grand Finals. Intra-university Contests are organized independently by each university, while all other rounds are administered by the Competition Executive Committee.

（一）竞赛报名

各参赛院校登录指定竞赛平台或扫描二维码进行报名注册，竞赛平台网址：http://ssyth.cubec.org.cn/，（二维码在附件 6：平台报名操作流程说明中），右上角切换至“2027 年制”,报名截止日期：2027 年 3 月 26 日。

各参赛院校需指定一名参赛负责教师在平台统一完成院校报名信息填写和盖章上传，参赛学生无需操作此报名步骤。提交报名后，负责人可点击查看报名进度，显示“审核已通过”即为报名成功，同时负责人手机号将会收到短信通知，下发贵校参赛指定账号及密码（原则上每个学校下发一个），负责人可使用此账号进行后续登录及参赛资料提交。如平台显示审核已通过但未收到短信通知，请及时与组委会联系。

4.1 Competition Registration

All participating universities shall log in to the designated competition platform or scan the QR code to complete registration. Official website: http://ssyth.cubec.org.cn(The QR code is attached in Annex 6: Instructions for Platform Registration Procedure. Please switch to the "2027 Session" at the upper right corner of the webpage.) Registration Deadline: March 26, 2027

Each participating university must assign a dedicated faculty coordinator to fill in institutional registration information and upload the stamped documents on the platform. Student participants do not need to complete this institutional registration step. After submission, the coordinator may check the registration progress. Registration is confirmed successful once

the status shows "Approved". A text message containing the exclusive account and password for your institution will be sent to the coordinator's mobile number (one institutional account will be issued per university in principle). The coordinator may use this account for subsequent logins and submission of competition materials. If the platform displays an approved status but no SMS notification is received, please contact the Organizing Committee promptly.

（二）校赛

1.竞赛形式：校赛由各院校结合实际情况自行组织安排，形式不限。

4.2 Intra-university Contest

4.2.1 Competition Format: Each university shall independently organize and arrange its intra-university contest according to its actual conditions, with no restrictions on competition formats.

2.晋级要求：各院校自行组织校级选拔赛，同时汇总校赛阶段相关信息，校赛后可推选**不超过10支队伍参加全国预选赛，如果参赛院校同时参加品牌策划竞赛多个赛道的（品牌策划赛道、数字营销赛道、在华留学生赛道），则多个赛道推选合计总队数不能超过20支且每个赛道不超过10支队。**

4.2.2 Advancement Quotas： After the intra-university contest, each university may recommend no more than 10 teams to advance to the National Preliminary Contest. If a university participates in multiple tracks of the Brand Planning Competition simultaneously (Brand Planning Track, Digital Marketing Track, International Students Track), the total number of

teams recommended across all tracks shall not exceed 20 and each individual track shall not exceed 10 teams.

（三）全国预选赛

1.竞赛形式：团队赛的形式，由竞赛执委会组织进行。

4.3 National Preliminary Contest

4.3.1 Competition Format: This is a team-based competition organized by the Competition Executive Committee.

2.考核内容：全国预选赛采取**评审策划方案**的方式进行。每一个团队递交一份策划方案（PDF 版本，中文或英文）。

4.3.2 Assessment Content: The National Preliminary Contest will be judged based on submitted planning proposals. Each team shall submit one planning proposal in PDF format, either in Chinese or English.

（四）全国总决赛

1.**竞赛形式：**团队赛的形式，线下进行比赛。

4.4 National Grand Finals

4.4.1 Competition Format: It adopts a team-based offline competition format.

2.晋级要求：全国总决赛将按一定比例评选出全国一等奖、二等奖、三等奖，全国总决赛将根据团队数量进行平行分组评比，优秀团队将晋级冠亚季军争霸赛，评选出全国冠亚季军。

4.4.2 Advancement Rules: National First, Second and Third Prizes will be awarded proportionally. All teams will be split into parallel judging groups based on the total number of participants. Top-performing teams will

qualify for the championship final to compete for the national champion, first runner-up and second runner-up.

3.考核内容：全国总决赛采取**现场答辩的形式（10分钟策划方案陈述+5分钟实时答辩）**，每支队伍需在规定的时间内完成答辩内容，竞赛语言为中文或英文。

4.4.3 Assessment Content: The National Grand Finals consist of on-site defense, including a 10-minute presentation of the planning proposal followed by a 5-minute Q&A session. Each team must finish its defense within the allotted time. Presentations may be delivered in either Chinese or English.

（五）全球总决赛

由贸易发展与标准合作组织（ODCCN）组织进行，具体安排另行通知。

4.5 Global Grand Finals

This competition round is organized by the ODCCN. Further detailed arrangements will be announced separately.

五、竞赛日程

（一）**2027年3月26日前**，参赛院校需完成平台报名登记及校赛选拔。

（二）**2027年3月29日前**，参赛团队提交预选赛团队信息统计表、品牌策划方案等资料参加全国预选赛。

（三）**2027年4月9日前**，公布入围全国总决赛名单。

（四）**2027年4月23日前**，晋级全国总决赛的团队需完成线上平台参赛确认（包括填写团队信息表、策划方案和相

关资料的提交）以及完成参赛费汇款。

（五）**2027 年 6 月 5-6 日（暂定）**，全国总决赛，线下举行。具体安排另行通知。

（六）**2027 年 9 月（暂定）**，全球总决赛。具体安排另行通知。

5. Competition Schedule

5.1 By March 26, 2027

All participating universities shall complete online registration on the official platform and hold intra-university trials within this period.

5.2 By March 29, 2027

Teams shall submit documents including the National Preliminary Team Information Form and brand planning proposals to take part in the National Preliminary Contest.

5.3 By April 9, 2027

The shortlist of teams advancing to the National Grand Finals will be released.

5.4 By April 23, 2027

Teams qualified for the National Grand Finals shall complete online competition confirmation via the official platform, which covers filling in team information forms, uploading planning proposals and relevant materials, as well as remitting the competition fees.

5.5 June 5 – 6, 2027 (Tentative)

Offline National Grand Finals. Detailed arrangements will be announced separately.

5.6 Late September 2027 (Tentative)

Global Grand Finals. Detailed arrangements will be announced separately.

六、策划方案要求

（一）品牌策划方案要素：

品牌策划方案不设置统一模板，章节结构可自行设计，根据品牌特点采用灵活的内容架构。为保证品牌策划方案完整性，参赛团队可结合评分标准，建议包含但不限于以下要素：策划方案目录、概要、引言、品牌现状分析、品牌定位与核心价值、品牌元素设计、品牌推广与传播、品牌资产保护和风险管理、财务预算、附录和参考资料等。

6. Requirements of Planning Proposals

6.1 Core Elements of the Brand Planning Proposal:

No unified template is prescribed for the brand planning proposal. Teams may design their own chapter structure and adopt a flexible content framework according to the brand's characteristics. To ensure completeness, teams are advised to include, but not limited to, the following elements: table of contents, executive summary, introduction, brand situation analysis, brand positioning and core values, brand element design, brand promotion and communication, brand asset protection and risk management, financial budget, appendices and references.

（二）策划要点建议：

1.在分析品牌现状时，可能包括外部环境、内部环境等。

2.在对企业的品牌进行定位时，应考虑:

（1）分析并预测短期和长期的宏观与微观市场环境;

（2）通过市场细分，选择目标市场，确定满足目标顾客需求的市场定位;

（3）寻找并确认主要（包括潜在）竞争对手;

（4）分析并明确本品牌与竞争对手的异、同点;

（5）阐明品牌的独特性以及风格特征。

3.企业品牌核心价值需能够被企业内部和目标顾客识别并认可。

4.品牌元素通常主要包括：品牌名称、（互联网）域名(URL)、标识、符号、形象代表（或代言人）、品牌宣传语、广告音乐、包装等。

5.品牌推广和传播手段要有效地传达品牌理念和品牌文化。

6.建议制定相应的品牌资产保护措施，以确保品牌资产的识别、使用、保护处于受控状态。

7.应防范可能给品牌以及品牌培育过程带来的风险，建立风险规避和紧急事件响应程序。

8.财务预算指与品牌策划及实施相关的财务预算。

9.参赛作品**务必具有创新性**，不可过多陈述企业现有的成就和做法。

6.2 Please pay attention to the following:

6.2.1 The analysis of brand status may cover external and internal

environments.

6.2.2 When positioning the enterprise brand, you need to: analyze and predict short-term and long-term macro and micro market environments; select target markets via market segmentation and set positioning to satisfy target customers' demands; identify major and potential competitors; analyze and clarify similarities and differences between your brand and competitors; illustrate the brand's uniqueness and stylistic features.

6.2.3 The brand's core values shall be recognizable and accepted by both internal staff of the enterprise and target customers.

6.2.4 Brand elements mainly include brand name, internet domain name (URL), logo, symbols, brand ambassadors, slogans, advertising music, packaging and so on.

6.2.5 Brand promotion and communication methods shall effectively deliver brand concepts and brand culture.

6.2.6 Relevant brand asset protection measures shall be formulated to keep the identification, use and protection of brand assets under control.

6.2.7 Prevent risks that may damage the brand and brand cultivation process, and establish risk avoidance and emergency response procedures.

6.2.8 The financial budget refers to funds related to the formulation and implementation of brand planning.

6.2.9 Entries must be innovative; do not dwell excessively on the enterprise's existing achievements and practices.

（三）策划方案要求：

1.策划方案应与企业的愿景、使命和价值观一致;

2.引用资料需标明出处;

3.陈述所有相关信息，例如：图表、图片、公开信息、文章、调查研究和问卷复印件（如有）等，并体现在附录中作为参考;

4.品牌策划方案应将潜在假设或理论阐述清楚。

5.策划方案严禁抄袭/完全使用 AI 工具（AI 工具使用规范见附件 5）进行创作，一经发现，取消该队参赛资格，并对团队所在院校予以警告。

6.3 Proposal Requirements:

6.3.1 The proposal must be consistent with the enterprise's vision, mission and values.

6.3.2 All cited materials must be clearly attributed.

6.3.3 All relevant information, such as charts, images, public information, articles, surveys, and questionnaire copies (if any), should be presented and included in the appendix for reference.

6.3.4 The brand planning proposal should clearly articulate any underlying assumptions or theories.

6.3.5 Plagiarism or full reliance on AI tools (see Annex 5 for AI usage guidelines) is strictly prohibited. Any violation will result in disqualification of the team and a warning to the affiliated university.

（四）策划方案提交要求

1.每个团队提交一份策划方案，**A4 竖版页面，PDF 格式**，语言为中文或英文，除封面、目录外其他内容总计不超过 80 页（含调查问卷等附页），自行设计页面排版即可。

2.文件命名为：学校名称-团队名称-策划书名称。（如：北京大学-第一小队-太阳品牌策划方案）。参赛团队名称自拟。

3.每份策划案应当包含封面，封面的文字内容需包含作品名称、团队名称、作品所选企业名称，**请勿体现参赛人员姓名及联系方式。**

4.策划方案封面和所有内容页（含附件）**不应当出现所在院校的名称、图片、logo 等信息。**

5.同一院校参加品牌策划竞赛**在华留学生赛道参赛作品（策划书）不得与当年及历年品牌策划赛道作品重复**（包括雷同、核心内容一致或微调后提交的作品）。

6.同一院校 4 年内（2024-2027）同一品牌只能使用一次参赛。历年各院校参赛作品查重名单请见全国高校商业精英挑战赛赛事一体化平台（https://ssyth.cubec.org.cn/）。组委会将进行统一查重，核实重复提交的作品将做取消参赛资格及奖项的处理。

7.校赛被淘汰的团队作品无需提交，只需要登记基本信息在校赛登记表内备案提交即可。

6.4 Submission Requirements for Planning Proposals:

6.4.1 Each team shall submit one planning proposal in vertical A4 PDF format in either Chinese or English. Excluding the cover and table of

contents, the total page count of all remaining content (including appendices such as questionnaires) shall not exceed 80 pages. Teams may design the page layout independently.

6.4.2 The file shall be named in the format: University Name – Team Name – Proposal Title (Example: Peking University – Team One – Sun Brand Planning Proposal). Teams may create their own team names.

6.4.3 All proposals must include a cover page clearly stating the entry title, team name and cooperating enterprise name. Participants shall not display team members' names or contact information on the cover.

6.4.4 The cover and all content pages (including attachments) must not contain the university's name, images, logos or any other identifiable institutional marks.

6.4.5 For International Students Track entries (proposal documents) from the same institution: submissions must not duplicate entries for the general Brand Planning Track in the current year or any previous years, including works that are similar, feature identical core content, or are submitted after minor revisions.

6.4.6 One brand may only be used once for competition participation by the same university within the four-year period from 2024 to 2027. Titles of past entries from all universities are available on the official website: http://www.ccpitcsc.org/eduxq/4762. The organizing committee will conduct unified plagiarism and duplicate checking. Any duplicate submissions verified will result in disqualification and revocation of all

awards obtained.

6.4.7 Teams eliminated at the school round need not submit entries, and shall merely record basic information in the School Competition Registration Form for filing.

七、评分标准

全国总决赛评审为总分 100 分制。

（一）策划方案评分标准（60 分）

1. 品牌现状分析的准确性（10 分）
2. 品牌定位的正确性（10 分）
3. 品牌元素设计的创意性（10 分）
4. 品牌推广与传播的可行性（10 分）
5. 品牌资产保护意识与风险预判的合理性（10 分）
6. 财务预算的逻辑自洽性与策略匹配度（10 分）

7. Scoring Criteria

The National Grand Finals adopt a 100-point scoring system.

7.1 Brand Planning Report Scoring Criteria (60 points)

7.1.1 Accuracy of brand current situation analysis (10 points)

7.1.2 Rationality and appropriateness of brand positioning (10 points)

7.1.3 Originality and creativity of brand element design (10 points)

7.1.4 Feasibility of brand promotion and communication strategies (10 points)

7.1.5 Brand asset protection awareness & rationality of risk forecasting (10

points)

7.1.6 Logical consistency and strategy alignment of financial budget (10 points)

（二）展示与答辩评分标准（40 分）

1. 内容完整程度（5 分）

2. 评委提问应答表现（5 分）

3. 论述和决策确认的清晰程度（5 分）

4. 结论的正确有效性（5 分）

5. 对问题的切题回应度（5 分）

6. 展示过程中演讲专业程度(包括视觉辅助工具的使用，例如 PPT）（5 分）

7. 谈吐清晰有条理，举止得体（5 分）

8. 陈述展示过程中时间分配和团队合作配合程度(5 分）

7.2 Presentation & Defense Scoring Criteria (40 points)

7.2.1 Completeness of presentation content (5 points)

7.2.2 Performance in responding to judges' questions (5 points)

7.2.3 Clarity of argumentation and decision reasoning (5 points)

7.2.4 Validity and soundness of conclusions (5 points)

7.2.5 Relevance of responses to raised questions (5 points)

7.2.6 Professionalism of presentation delivery (including the use of visual aids such as PPT) (5 points)

7.2.7 Clear, logical expression and appropriate demeanor (5 points)

7.2.8 Time management and teamwork coordination during the presentation (5 points)

八、奖励办法

（一）在华留学生赛道全国总决赛的竞赛结果(将以获奖公告形式公布)，按比例分别设置**全国一等奖、二等奖、三等奖**。对上述获奖的团队和个人颁发荣誉证书。

（二）全国精英赛设置冠军、亚军和季军，对上述获奖团队颁发奖杯和荣誉证书，并分别给予税前人民币 5000 元、3000 元和 2000 元的现金奖励，**个税由主办单位代扣代缴。**

（三）全国总决赛成绩优异的参赛队，将作为中国地区代表队参加全球总决赛。

（四）全球总决赛奖励办法另行通知。

8. Awards

8.1 The results of the National Grand Final for the International Students Track will be released via an official award announcement. National first, second and third prizes will be awarded on a proportional basis. Honorary certificates will be granted to all winning teams and individuals.

8.2 The top three teams of the National Elite Contest will receive Champion, Runner-up and Third Place Awards. Winning teams will be presented with trophies and honorary certificates, along with pre-tax cash prizes of RMB 5,000, RMB 3,000 and RMB 2,000 respectively. The organizer will withhold and pay individual income tax on behalf of the winners.

8.3 Top-performing teams from the National Grand Finals will be selected

as China representatives to participate in the Global Grand Finals.

8.4 The awards rules for the Global Grand Finals will be announced separately.

九、收费标准

（一）校赛/全国预选赛/全国精英赛均免费。

（二）全国总决赛参赛费收费标准以全国总决赛入围通知文件为准。

9. Fee Standard

9.1 All school-level competitions, national qualifiers, and national elite competitions are free of charge.

9.2 The entry fee standards for the National Finals shall be governed by the notification document announcing the shortlist of participants for the National Finals.

十、仲裁与投诉建议

（一）竞赛有关知识产权纠纷可由参赛团队向组委会提出仲裁申请，需实名制并以书面形式进行相关说明（实名制需提供学校名称-团队名称-提交者姓名），通过邮件形式提交至组委会仲裁组法律顾问邮箱：wust@genlandlaw.com，并邮件抄送 ccpithq@163.com 及 ccpitwx2024@163.com,组委会将在 10 个工作日内予以回复。

（二）竞赛有关投诉建议可由参赛团队向组委会提出，需实名制并以书面形式进行相关说明（实名制需提供学校名称-团队名称-提交者姓名），通过邮件形式提交至组委会仲

裁组邮箱：ccpithq@163.com，并邮件抄送ccpitwx2024@163.com，组委会将在10个工作日内予以回复。

10. Arbitration, Complaints and Suggestions

10.1 If any intellectual property dispute arises in relation to the competition, participating teams may submit a written real-name arbitration application to the Organizing Committee, which shall state the university name, team name and submitter's name. The application shall be emailed to the legal counsel of the Arbitration Group at wust@genlandlaw.com, with copies sent to ccpithq@163.com and ccpitwx2024@163.com. The Organizing Committee will respond within 10 working days.

10.2 Participating teams may submit written real-name complaints or suggestions concerning the competition, stating the university name, team name and submitter's name. Documents shall be sent to the Arbitration Group's mailbox ccpithq@163.com, with a copy to ccpitwx2024@163.com. The Organizing Committee will provide a reply within 10 working days.

十一、竞赛组委会联系方式

（一）全国高校商业精英挑战赛山东省组委会秘书处

地　址：济南市槐荫区齐鲁大道西进时代中心B座805室

联系人：于艳霞 王 磊 靳成功

电　话：0531—86591892　网　址：www.sdssfw.com

邮　箱：sdpinpai10@163.com

Q　　Q：3365154673 253355683 404218890

手　机：15550025621 18764036330 13127134237

Q Q 群：704631256（教师群，只允许负责教师加群）

（二）全国高校商业精英挑战赛组委会

地　址：北京市西城区复兴门内大街 45 号（100801）

电　话：010-66094271

联系人：王霞

11. Contact Us

China University Business Elite Challenge Brand Planning Competition

Address: No.45 Fuxingmennei Avenue, Xicheng District, Beijing (Postal Code: 100801)

Tel: 010-66094271

Contact Person: Wang Xia

本竞赛相关所有最终解释权归全国高校商业精英挑战赛组委会所有。

The Organizing Committee of China University Business Elite Challenge reserves the right of final interpretation of all matters relating to this competition.

附件：1.全国总决赛评分表

2.全国总决赛扣分细则

3.企业授权书模板

4. 作品原创性声明及作品版权声明模版

5. 品牌策划方案 AI 使用规范

6. 平台报名操作流程说明(教师操作)

Annex:

1. National Finals Scoring Sheet

2. National Finals Scoring Penalty Rules

3. Corporate Power of Attorney Template

4. Entry Originality and Copyright Statement Template

5. AI Usage Guidelines for Brand Planning Proposal

6. Instructions for Platform Registration Procedure (For Teachers)

全国高校商业精英挑战赛组委会

2026 年 8 月 27 日

附件 1. 全国总决赛评分表

Annex 1 :National Finals Scoring Sheet

评分表 Scoring Sheet

团队编号：_____ 评委姓名：_____ 总成绩：_____
Team Number：_____ Judge：_____ Scores：_____

第一部分：品牌策划方案评分标准（60 分）Section 1: Brand report（60 points）

评分项目 Scoring items （请注意报告书写的完整性） (Please pay attention to comprehensiveness)	得分 Scores （每项 0-10 分，可填小数） (0-5 each, decimal allowed)	各项标准 Evaluation Standards
品牌现状分析的准确性（10 分） Accuracy of brand analysis (10 points)		差（1-2 分） 中差（3-4 分） 中等（5-6 分） 好（7-8 分） 极好（9-10 分） Poor (1–2 points) Below Average (3–4 points) Average (5–6 points) Good (7–8 points) Excellent (9–10 points)
品牌定位的正确性（10 分） Accuracy of brand position (10 points)		
品牌元素设计的创意性（10 分） Creativity of brand elements design(10 points)		
品牌推广与传播的可行性（10 分） Feasibility of brand promotion and communication (10 points)		
品牌资产保护意识与风险预判的合理性（10 分） Brand asset protection awareness & rationality of risk forecasting (10 points)		
财务预算的逻辑自洽性与策略匹配度（10 分） Logical consistency and strategy alignment of financial budget (10 points)		

(Total for section 1) 第一部分总分：_____

第二部分：展示与答辩评分标准（40 分）Section 2: Presentation and Q&A (40 points)

评分项目 Scoring items （请注意在问答环节中的表现） (Please pay attention to the performance in presentation)	得分 Scores （每项 0-5 分，可填小数） (0-5 each, decimal allowed)	各项标准 Evaluation Standards
内容完整程度（5 分） Comprehensiveness(5 Points)		差（1 分） 中差（2 分） 中等（3 分） 好（4 分） 极好（5 分） Poor (1 points) Below Average (2 points) Average (3 points) Good (4 points) Excellent (5 points)
评委提问应答表现（5 分） Problem identification(5 Points)		
论述和决策确认的清晰程度（5 分） Discussions and Rationale(5 Points)		
结论的正确有效性（5 分） Effectiveness of conclusion(5 Points)		
对问题的切题回应度（5 分） Address questions from Judges(5 Points)		
展示过程中演讲的专业程度（包括视觉辅助工具的使用，例如 PPT）（5 分） Professionalism of presentation delivery during the showcase (including the use of visual aids such as PPT) (5 Points)		
谈吐清晰有条理，举止得体（5 分） Clear and logical presentation with appropriate demeanor(5 Points)		
陈述展示过程中时间分配和团队合作配合程度（5 分） Time management and teamwork coordination throughout the presentation (5 Points)		

(Total for section 2) 第二部分总分：_____

附件 2. 全国总决赛扣分细则

1. 品牌策划案（封面与内容）、陈述展示环节出现院校信息，即若以各种形式（文字、口头、图片等）透露本队所在院校信息，扣 3 分。

2. 陈述展示环节，参赛人数未符合大赛规定，扣 3 分。（规定：每支参赛队上台参赛队员 3-5 名，不得少于 3 人，不得多于 5 人）。

3. 参赛队员交叉组队参赛（涉及到的每支参赛队均扣分），扣 3 分。

4. 展示时间超时：超时 1 分钟内、超时 2 分钟内、超时 3 分钟内、超时 4 分钟内、超时 5 分钟内及以上分别扣除 1 分，1.5 分，2 分，2.5 分，3 分（最多扣除 3 分）。

5. 导致调整竞赛出场顺序的，例如：团队弄错出场时间顺序、组委会联系不上团队、个人原因调整团队出场顺序和未及时出场导致调整竞赛出场顺序的，对该团队扣 3 分。当天竞赛结束后仍未出场的，视为弃赛，不予颁发奖项。

6. 参赛语言不符合组委会要求（中文或英文），扣 3 分。

7. 任何欺骗行为，一经查证取消参赛资格及获奖资格。

8. 其他违规情况，大赛组委会将视情况扣除相应分数。

注：扣分均在各组评委评分的平均最终成绩上直接扣除。

Annex 2 : National Finals Scoring Penalty Rules

1. If any information of the participating university is disclosed in the brand planning document (cover and main text) or oral presentation session via texts, pictures, verbal statements or any other forms, 3 points will be deducted.

2. If the number of on-stage presenters fails to comply with the competition requirement, 3 points will be deducted. Requirement: Each team shall have 3 to 5 members on stage, no less than 3 and no more than 5 participants.

3. If participants form cross-team entries (points will be deducted for every involved team), 3 points will be deducted per team.

4. Presentation time overrun: 1 point, 1.5 points, 2 points, 2.5 points and 3 points will be deducted respectively for overruns within 1 minute, within 2 minutes, within 3 minutes, within 4 minutes, and 5 minutes or more; the maximum deduction for time overrun is capped at 3 points.

5. 3 points will be deducted for teams that cause changes to the competition running order, such as mixing up their presentation time slot, being unreachable by the organizing committee, requesting schedule adjustments for personal reasons, or failing to appear on time and resulting in rearrangement of the running order; any team that fails to show up by the end of the competition day will be deemed a dropout and disqualified from receiving any awards.

6. If the presentation language fails to meet the organizing committee's requirement (Chinese or English only), 3 points will be deducted.

7. Any fraudulent conduct, once verified, will result in immediate disqualification from the competition and revocation of all award eligibility.

8. For other violations of competition regulations, the Organizing Committee shall deduct corresponding points at its discretion based on the severity of the infringement.

Note:

All deductions will be directly subtracted from the final average score given by all judges of the group.

附件 3. 企业授权书模版

企业授权书

中国国际贸易促进委员会商业行业委员会:

由_____（学校名称）提交的策划文案《_____》（作品名称）是对_____（企业全称）的“_____”（品牌名称）进行实际调研的基础上完成的，策划主体符合实际情况，不涉及商业机密，特授权在2027年“一带一路”国家留学生商业精英挑战赛品牌策划竞赛暨全国高校商业精英挑战赛品牌策划竞赛在华留学生赛道中无偿使用。本授权一经做出，不再撤回。

企业希望本策划能解决的问题: _____

_____

企业名称全称: _____

（须盖企业公章/合同章）

___年___月 ___日

Annex 3: Corporate Power of Attorney Template

Corporate Power of Attorney

CCPIT Commercial Sub-council:

The planning document titled "_____" (Work Title) submitted by _____ (University Name) is prepared based on practical research concerning the brand "_____" (Brand Name) owned by _____ (Full Legal Name of Enterprise). The planning content conforms to actual conditions and contains no commercial confidential information. The Company hereby grants authorization for free use of this document in the "Belt and Road" Business Elite Challenge Brand Planning Competition 2027 – International Students Track – China University Business Elite Challenge Brand Planning Competition. This authorization is irrevocable once issued.

Problems the enterprise expects this plan to solve:

_____.

Full Legal Name of Enterprise:

(Official Company Seal / Contract Seal Required)

Date: ____ / ____ / ____ (MM/DD/YYYY)

附件 4. 作品原创性声明及作品版权声明模版

作品原创性声明

本人郑重声明：所呈交的参赛作品《_____》，是本人在教师的指导下，独立进行研究工作所取得的真实成果。除文中已注明引用的内容外，参赛作品中不含任何其他个人或集体已经发表或撰写过的作品成果。对本人参赛作品的创作做出重要贡献的个人和集体，均已在文中以明确方式标明。本人完全意识到本声明的法律结果由本人承担。

学校名称:

团队名称:

作者手写签名+手指印（团队所有学生及老师）:

------年---月---日

作品版权声明

作为参赛作品《_____》的作者，本人同意将参赛作品的著作权（除署名权之外）全部归作为全国高校商业精英挑战赛组委会的中国国际贸易促进委员会商业行业委员会所有，中国国际贸易促进委员会商业行业委员会可以依照法律规定行使上述作品著作权涉及的权利，无需向本人支付费用。

学校名称:

团队名称:

作者手写签名+手指印（团队所有学生及老师）:

--------年----月----日

Annex 4: Entry Originality and Copyright Statement Template

Entry Originality Statement

I solemnly declare that the submitted entry titled "_____" is an authentic achievement independently researched and completed by myself under the guidance of instructors. Except for the cited contents clearly indicated in the work, this entry contains no achievements of works that have been published or written by any other individual or group. All individuals and groups who have made important contributions to the creation of this entry have been explicitly acknowledged in the work. I fully understand that I shall bear all legal consequences arising from this statement.

University Name: _____

Team Name: _____

Handwritten Signatures & Fingerprints of All Student Members and Instructors of the Team:

Date: ____ / ____ / ____ (MM/DD/YYYY)

Entry Copyright Statement

As the author of the submitted entry titled "_____",
I agree that all copyrights (excluding the right of attribution) of this entry shall belong to the CCPIT Commercial Sub-council, China University Business Elite Challenge Brand Planning Competition. The CCPIT Commercial Sub-council may exercise all rights under the aforementioned copyright in accordance with applicable laws without any payment to me.

University Name: _____

Team Name: _____

Handwritten Signatures & Fingerprints of All Student Members and Instructors of the Team:

Date: ____ / ____ / ____ (MM/DD/YYYY)

附件 5. 品牌策划方案 AI 使用规范

Annex 5: AI Usage Guidelines for Brand Planning Proposal

品牌策划方案 AI 使用规范

一、核心原则

（一）辅助性：AI 工具仅作为参赛团队的辅助手段，品牌策划的核心内容、关键创意与最终决策须由团队独立完成，体现团队的专业素养与创新精神。

（二）合规性：AI 工具的使用不得违反国家法律法规、所在学校规定及大赛主办方的各项规章制度。

（三）透明性：使用 AI 工具生成或辅助完成的内容，均须在作品相应位置予以明确标注，确保评委对作品创作过程的知情权。

1. Core Principles

1.1 Auxiliary role - AI tools shall serve only as supplementary aids. The core content, key creative decisions, and final outcomes of brand planning must be completed independently by the team, reflecting the team's professional competence and innovative spirit.

1.2 Compliance - The use of AI tools must not violate national laws and regulations, university policies, or the competition's rules.

1.3 Transparency - Any content generated or significantly assisted by AI must be clearly marked in the corresponding section of the proposal, ensuring the judges are informed of the creation process.

二、AI 使用禁止行为

2. Prohibited AI Usage Practices

环节 Aspect	禁止行为 Prohibited Actions
品牌策划方案核心内容 Core content of the brand planning proposal	AI 直接撰写品牌定位、品牌核心价值主张、品牌战略规划等核心章节 AI directly writing core chapters such as brand positioning, core value proposition, or brand strategic planning.
策划方案主体框架 Overall framework of the proposal	AI 直接搭建完整的策划方案逻辑架构，替代团队思考和创新 AI constructing the complete logical structure of the proposal in place of the team's own thinking and innovation.
市场调研与分析 Market research and analysis	AI 伪造调研数据、生成虚假消费者洞察、编造市场趋势数据 AI fabricating research data, generating false consumer insights, or inventing market trend data.
创意作品主体生成 Core creative outputs	AI 直接生成品牌命名、Logo 设计终稿、广告语、营销活动完整方案等核心创意成果 AI directly generating final brand naming, logo designs, slogans, or complete marketing campaign plans.
财务测算与效果评估 Financial calculations and performance evaluation	AI 直接完成预算编制、ROI 测算、效果预测等核心决策内容 AI directly completing budget preparation, ROI calculations, or outcome predictions that are core decision-making contents.
答辩环节 Defense session	竞赛陈述及答辩全过程禁止使用 AI 工具 AI tools are strictly prohibited throughout the competition presentation and Q&A session.

三、AI 标注与附录要求

（一）参赛团队若在方案中使用AI工具生成实质性内容（包括但不限于文字论述、数据分析、策略建议、图表内容），

须在方案附录中提交《AI 使用声明》，具体说明所用 AI 工具及对应生成内容的位置。

（二）文中标注：在 AI 生成或显著辅助的内容处，以上标形式标注“△”，并在当页页脚或文末注释中说明所使用的 AI 工具及具体用途。

（三）图表标注：AI 辅助生成的图表，须在图题或表题下方标注“（本图/表由 AI 辅助生成）”，并注明工具名称。

（四）未用 AI 工具的团队需在 AI 附录中明确声明：“本团队未使用任何人工智能工具”。

3. AI Annotation and Appendix Requirements

3.1 If the team uses AI tools to generate substantive content (including but not limited to text exposition, data analysis, strategy suggestions, or chart content), a "Statement of AI Use" must be submitted in the appendix, specifying the AI tools used and the location of the corresponding generated content.

3.2 In-text annotation – At each location where AI-generated or significantly AI-assisted content appears, mark with a superscript "△" and provide a footnote or endnote explaining the AI tool and its specific purpose.

3.3 Chart annotation – For AI-assisted charts, place a note below the title or caption: "(This chart/table is AI-assisted)" and specify the tool used.

3.4 Teams that do not use any AI tools shall explicitly state in the AI appendix: "Our team has not used any artificial intelligence tools."

四、AI 使用要求

（一）AI 使用标注全文内不得超过 10 处，且每处不得超过 150 字。主动标注不会影响方案的创新性及内容评分，评委将基于方案本身的逻辑、创新、可行性等进行独立评判。

（二）参赛团队请按规定标注 AI 生成或辅助内容。

（三）存在 AI 生成核心内容、数据造假、未标注 AI 内容且情节严重、AI 内容占比过高等严重违规行为的，取消该团队参赛资格，并对团队所在院校予以警告。

4. AI Usage Requirements

4.1 AI usage annotations in the full text shall not exceed 10 entries, with each entry limited to 150 words. Voluntary annotation will not negatively affect the scoring of innovation or content. Judges will evaluate the proposal independently based on its logic, innovation, feasibility and other relevant criteria.

4.2 Teams must annotate AI-generated or assisted content as required.

4.3 Serious violations, such as AI generating core content, fabricating data, failing to annotate AI content with significant impact, or exceeding the allowed AI usage rate, will result in disqualification and a warning to the team's university.

附件 6. 平台报名操作流程说明

Annex 6 : Instructions for Platform Registration Procedure(for Teachers)

全国高校商业精英挑战赛赛事一体化管理平台
品牌策划竞赛在华留学生赛道
报名操作步骤

一、报名注册简要

各参赛院校需指定一名参赛负责教师在平台统一完成院校报名信息填写和报名表盖章上传（下载模板见平台）。院校报名阶段参赛学生无需操作。

报名：登录竞赛平台主页，选择“2027 年制-竞赛报名-全国高校商业精英挑战赛品牌策划竞赛-在华留学生赛道-填写院校相关信息-下载报名登记确认表-盖章后重新上传-提交报名”-等待组委会审核通过。

报名审核状态：提交报名后，负责人可点击“竞赛报名-点击查看报名记录查询-选择竞赛/赛道”，输入报名负责人已填报的手机号，查询报名结果，显示“审核已通过” 即为报名成功，同时负责人手机号将会收到短信通知，内容为贵校参赛登录的指定账号及密码（原则上每个学校下发一个），负责人使用此账号进行后续参赛资料的提交。如平台显示“审核已通过”但未收到短信通知，请及时联系组委会。

二、具体操作如下：

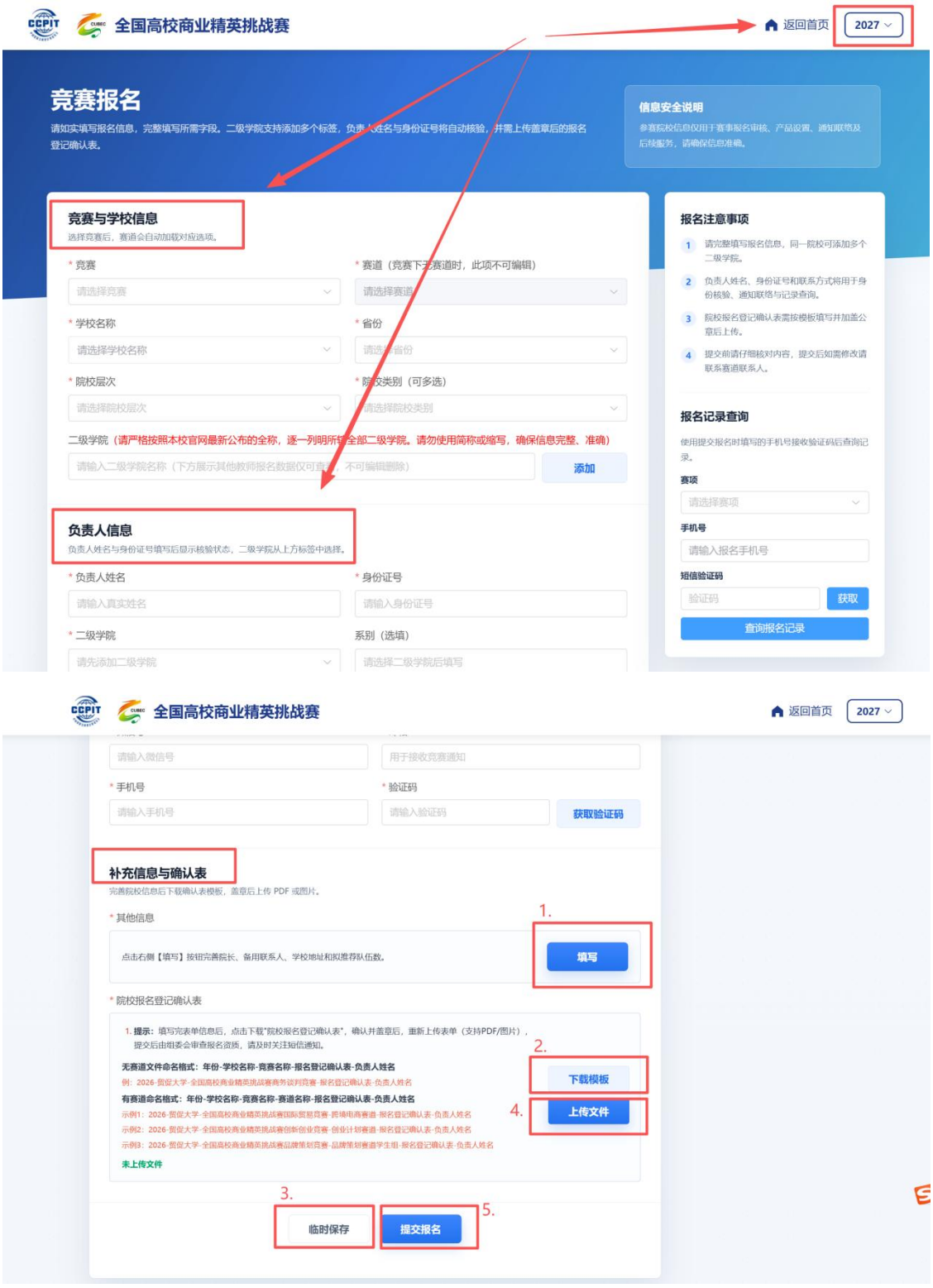
（一）全国高校商业精英挑战赛赛事一体化平台报名二维码及网址：https://ssyth.cubec.org.cn/

（二）报名操作流程示意图

1、竞赛报名-点击进入，注意右上角年份选择“2027 年制”。



2、赛项选择：品牌策划竞赛，赛道名称：在华留学生赛道，之后依次填写学校信息、负责人信息、补充信息与确认表等相关信息。信息填写完整后，点击临时保存。

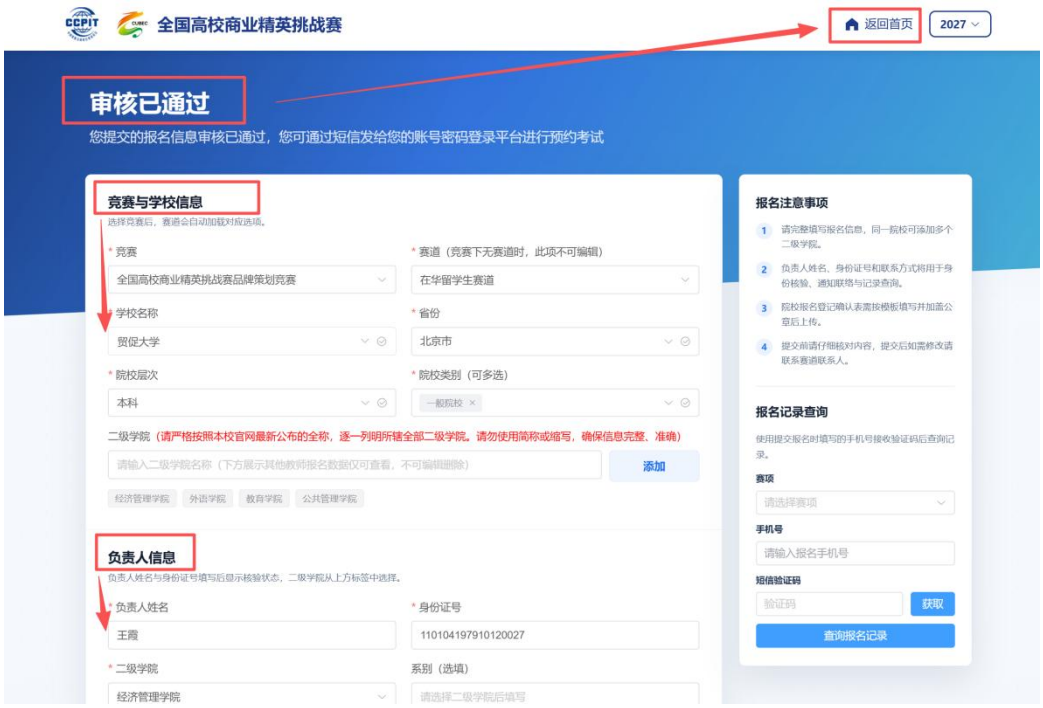


3、下载已填写完成的“院校报名登记确认表”，确认并盖章后重新上传，之后点击“提交报名”。

4、提交后等待竞赛组委会审核，也可登录平台自行查看“报名记录查询”。



5、显示“审核已通过”即可进行下一步全国预选赛作品和资料的提交。点击右上角“返回首页”。

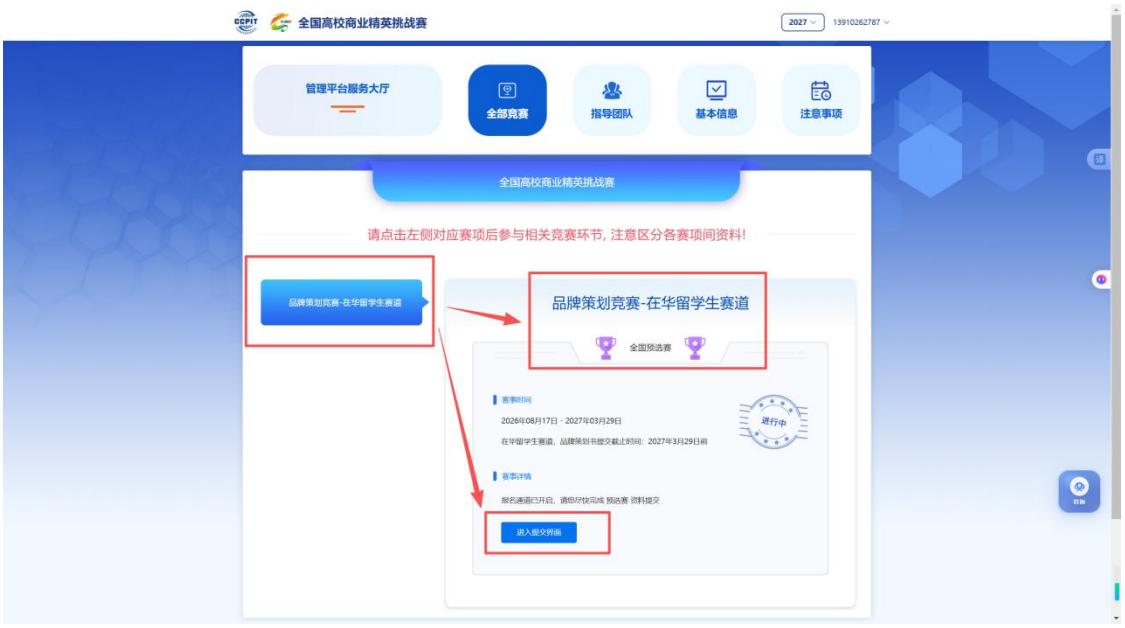


6、点击右上角“登录”，选择“教师负责人”，输入您手机短信内提示的账号及密码进行登录即可。





7、登录后，选择在华留学生赛道-全国预选赛，进入提交界面。



8、在预选赛界面下载竞赛细则文件和企业授权书模版，进行查看。之后按要求与提示填写相关信息参加全国预选赛。

