



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Market Planning / Marketing

BUSINESS TO BUSINESS MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Explain the nature of marketing management.
2. Explain the concept of marketing strategies.
3. Explain the nature of market and market identification.
4. Demonstrate connections between company actions and results.
5. Discuss actions employees can take to achieve company's desired results.



CASE STUDY SITUATION

Founded in 1784, THE BANK OF NEW YORK is the oldest bank in the United States. A global leader in providing a comprehensive array of services that enable institutions and individuals to move and manage their financial assets, the bank has a long tradition of collaborating with clients to deliver innovative solutions, through their core competencies. The bank has a worldwide staff of 23,000 located in branches, representative offices, affiliates, and operation centers in 32 countries.

Previously, corporate newsletters were sent in hard-copy format to senior executives, including the bank's clients and prospects. The process was lengthy to complete and execute the newsletter. Additionally, THE BANK OF NEW YORK had no effective method of collecting intelligence from the audience they were communicating with and therefore had no way of understanding the type of content certain audiences were interested in.

The bank collaborated with an outside communications firm to regularly deliver interactive email newsletters directly to various senior executive segments with key content generated by the bank. While email newsletters provided easier access, many of the targeted clients were not aware of or using the email newsletter as hoped for by the bank.

YOUR CHALLENGE

Your team has been hired as consultants to devise a plan that will:

- Increase business in the 32 countries served.
- Identify primary and secondary target markets.
- Develop a campaign to address the awareness of the email newsletter to achieve a 75% view rate.
- Establish a position that THE BANK OF NEW YORK should take on this issue.

You will present your plan to the senior vice president of marketing for THE BANK OF NEW YORK in one hour.

JUDGE'S EVALUATION FORM
BUSINESS TO BUSINESS MARKETING
SAMPLE

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
DID THE PARTICIPANT:					
1. Explain the nature of marketing management?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
2. Explain the concept of marketing strategies?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
3. Explain the nature of market and market identification?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
4. Demonstrate connections between company actions and results?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
5. Discuss actions employees can take to achieve company's desired results?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
PRESENTATION					
Consider participation by both team members					
6. Clarity of expression	5	4	3-2	1-0	_____
7. Organization of ideas	5	4	3-2	1-0	_____
8. Showed evidence of mature judgment	5	4	3-2	1-0	_____
9. Overall performance: Appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions.	10-9	8-7-6	5-4-3	2-1-0	_____
			TOTAL SCORE		_____