

Objective

The International Marketing event involves a team of two (2) participants analyzing a real-world international case situation, then presenting solutions to a professional (judge) with experience in international marketing and management.

Description

The International Marketing event involves the participants' analysis of a case situation related to performing marketing activities in enterprises primarily engaged in exporting or importing industrial or consumer goods in world markets. Particular interest is given to but not limited to one or more of the following areas: trade controls, foreign trade operations, locating markets, negotiation practices, monetary issues and international public relations. Participants are also evaluated on the effectiveness of their presentation.

The participants will assume the role of top management for the business represented by the situation. The position of the judge(s), who will act as executives from the business, will be determined by the specific case situation. The case situation is presented in written form.

For international competition

The content to be evaluated is found in the standard Evaluation Form located in these Guidelines, with a possible one hundred (100) points. Preliminary round competition will consist of an evaluation of the presentation to the judge(s). Teams will be ranked by section and a predetermined number of teams will be named finalists. Finalists will be given a second case situation. The following guidelines will be applied to the presentations at the International Career Development Conference.

Learning Outcomes

Through the analysis of the case situation and the presentation of ideas to business and industry professionals (judges), the participants will develop or reinforce the following areas in relation to international marketing:

- Demonstrating the application of international marketing and management principles and techniques to the business environment
- Analyzing business situations, organizing thoughts and identifying solutions as a team
- Developing a marketing strategy using a complete marketing mix (product, price, promotion, place)
- Demonstrating knowledge/understanding of customer/client needs
- Developing a complete international marketing plan of action
- Organizing and communicating ideas and concepts effectively
- Accomplishing objectives as a team

Guidelines for the Presentation

1. All materials, equipment, supplies, etc. must be provided by the participants. DECA ASSUMES NO RESPONSIBILITY FOR DAMAGE/LOSS OF MATERIALS, EQUIPMENT, SUPPLIES, ETC.
2. The team will be given an international marketing case situation.
3. Each team will have one (1) hour for analyzing the situation and preparing a presentation.
4. Team members may not consult anyone about the marketing situation other than the official team members.
5. A personal or laptop computer/hand-held digital organizer may be used when appropriate. Participants must use battery power for the prep time and presentation, even if there are electrical outlets in the room. Such digital organizers may be prepared ahead of time (i.e., standard headings for PowerPoint presentation) provided there is no reference to the specific case situation.
6. Participants may bring materials to develop visual aids to assist them in their presentation. The supplies may consist of poster paper, flip charts, blank paper, and art supplies. Such visual aids may be prepared ahead of time (i.e., standard headings on a flip chart) provided there is no reference to the specific case situation.
7. Participants are allowed to bring reference materials to use in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks).
8. Only materials that can be easily carried to and from the prep and judging areas by the actual participants will be permitted (includes any computer equipment, visual aids, reference materials, etc.). Only the participants themselves may handle and set up their material. No outside assistance will be allowed.
9. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
10. Internet access is prohibited during the entire competitive event.
11. No specified set-up time will be allowed. All set up will be part of the allotted presentation time. Timing will begin when the participants enter the judging area (i.e. judge booth).
12. No material of any kind may be passed to the judges. Material that is placed on the judge table for the judges to handle will be considered as being “passed” to the judges.
13. Participants will interact with the judges for up to fifteen (15) minutes. This includes time for the participants to present their pattern of thought and reason for their decisions/recommendations and to answer the judge’s questions.
14. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participants will be interrupted (during the prep or presentation time) and asked to follow the noise policy. Failure to do so may result in disqualification.

Presentation Schedule

- One (1) hour to analyze the situation and prepare a response
- Fifteen (15) minutes for the team’s presentation and questions by the judges
- Five (5) minutes for scoring by the judges

The International Marketing event was created by Collegiate DECA in response to the career opportunities available for college graduates in the international business environment.

A team of participants with career interests in international marketing will analyze a case situation related to performing marketing activities in enterprises primarily engaged in exporting or importing industrial or consumer goods in world markets. Particular interest is given to but not limited to one or more of the following areas: trade controls, foreign trade operations, locating markets, negotiation practices, monetary issues and international public relations.

The team will make decisions/recommendations regarding the situation and make a presentation to you, the judge(s). The case situation is presented in written form.

The participants will assume the role of top management for the business represented by the situation. The solution will be presented to you as you act as executive(s) from the business.

Judging the Presentation

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Participants will be evaluated according to a specific evaluation form with the case study.
3. Participants will be scheduled for presentations at twenty (20) minute intervals. Remember, you are a decision-maker in an organization with an international marketing situation to solve. Your exact role will be determined by the specific case situation.
4. Please place the participants' names and identification numbers (using labels if provided) on the bubble score sheet as instructed (if not already done). If a bubble sheet has not been provided, this information must be placed on the evaluation form for this event.
5. You will interact with the participants for up to fifteen (15) minutes. This includes time for the participants to present to you based on the case study situation, and for you to make comments and ask questions.
6. Following the fifteen (15) minute interaction period, please thank the participants but give no indication of their performance/score. If appropriate for the situation, please state that a decision will be made soon and that the participants will be notified of the decision.
7. During the last five (5) minutes, after the participants are excused from the judging area, you may score the team. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is one hundred (100) points.

Note: If a bubble sheet is not provided, indicate your scores on the International Marketing Evaluation Form.

Presentation Schedule | In twenty (20) minute intervals

- Fifteen (15) minutes for presentation by the team and questions by the judges
- Five (5) minutes for scoring by the judges

Evaluation Criteria

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the participants, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations or Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

Judging Summary

Maximum score is 100 points. A score of 70 or better will earn the participants a **Certificate of Excellence**.

We hope you are impressed by the quality of work of these students with a career interest in the field of international marketing. If you have any suggestions for improving this event, please mention them to your event manager.

We thank you for your help.