



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning/Promotion

INTERNATIONAL 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. Analyze the impact of technology on marketing.
2. Explain the nature of marketing plans.
3. Explain the concept of market and market identification.
4. Explain the nature of a promotional plan.
5. Coordinate activities in the promotional mix.



CASE STUDY SITUATION

You are the marketing managers for UNITED CHICKEN, a fast food restaurant chain headquartered in the United States with international locations throughout Asia. Several Chinese locations opened five years ago to much success, but sales have not steadily increased as they have in domestic locations.

In the United States, UNITED CHICKEN is considered reasonably priced and attracts customers of all socio-economic categories. In the Chinese market, UNITED CHICKEN is relatively expensive, thus attracting wealthy customers. In an attempt to attract customers of all socio-economic ranges, UNITED CHICKEN has introduced a value menu for the Chinese market. The value menu offers smaller portioned menu items at a lower price. UNITED CHICKEN developed a promotion for the value menu and first targeted Beijing.

UNITED CHICKEN's Beijing promotion consisted of a coupon offering one free item from the new UNITED CHICKEN value menu. In order to receive the coupon, customers simply provided an email address and the coupon was then emailed to the customer. UNITED CHICKEN's mistake was not properly coding the coupons. Customers were able to print several copies of each coupon, resulting in more free items than email addresses. After one week, UNITED CHICKEN was forced to end the promotion and had to turn away customers in Beijing with coupons. This resulted in angry, unhappy customers, some reacting violently. Reports of the poorly executed promotion ended up on blogs and social-media sites throughout China.

YOUR CHALLENGE

The president of UNITED CHICKEN has asked your team to first provide an immediate response regarding the Beijing incident, and then regain credibility by developing a new promotional plan.

Your plan should, at a minimum, include:

- An immediate response to the Beijing coupon incident. You must develop the message, and determine which mediums to use to reach the intended audience.
- A marketing plan for Beijing that will repair relationships with those angered by the coupon incident and bring in new customers.
- A better implemented and managed promotional plan, to use in the other Chinese markets, that will introduce the UNITED CHICKEN value menu.

You will present your ideas to the president of UNITED CHICKEN in one hour.

JUDGE'S EVALUATION FORM
INTERNATIONAL MARKETING
SAMPLE

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
DID THE PARTICIPANT:					
1. Analyze the impact of technology on marketing?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
2. Explain the nature of marketing plans?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
3. Explain the concept of market and market identification?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
4. Explain the nature of a promotional plan?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
5. Coordinate activities in the promotional mix?	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		_____