

**Objective**

The Marketing Management event involves an individual participant analyzing a real-world marketing management case situation, then presenting solutions to a professional (judge) with experience in marketing and management.

**Description**

The Marketing Management event involves the participant's analysis of a marketing management case situation. Environments for the case study may include, but are not limited to, place/location marketing, transportation marketing, charity/event marketing, marketing research, strategic marketing planning, distribution strategies, target marketing and Internet marketing. This case situation is presented to the participant in written form.

The participants will assume the role of a management/supervisory level employee for a business involved in marketing and management. The position of the judge(s) will be determined by the specific case situation.

**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). Participants will be ranked by section and a predetermined number of participants 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 marketing management professionals (judges), the participants will develop or reinforce the following areas in relation to marketing management decision making:

- Applying marketing and management principles and techniques to the business environment
- Analyzing business situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of organizational needs
- Organizing and communicating ideas and concepts effectively

### 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 participant will be given a case situation involving a marketing management problem.
3. Each participant will have thirty (30) minutes for analyzing the situation and preparing a presentation.
4. Participants may not consult anyone about the situation.
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 a 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 participant 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

- Thirty (30) minutes to analyze the situation and prepare a response
- Fifteen (15) minutes for the participant’s presentation and questions by the judges
- Five (5) minutes for scoring by the judges

The Marketing Management event was created by Collegiate DECA in response to the career opportunities available for college graduates in the areas of marketing and management.

A participant with a career interest in marketing management will analyze a case situation. The participant will make decisions/recommendations regarding the situation and make a presentation to you, the judge(s). This case situation is presented in written form.

The participant will assume the role of a marketing management employee for the business represented by the situation. The role of the judge(s) will be determined by the specific case situation.

### 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, your role will be determined by the specific case situation.
4. Please place the participant's name and identification number (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 participant 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 participant but give no indication of the participant's performance/score. If appropriate to the situation, please state that a decision will be made soon and that the participant will be notified of the decision.
7. During the last five (5) minutes, after the participant is excused from the judging area, you may score the participant. Refer to the Evaluation Criteria section for the 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 Marketing Management Evaluation Form.

### Presentation Schedule | In twenty (20) minute intervals

- Fifteen (15) minutes for presentation by the participant 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 participant, 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. A decision making solution which earns this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectation 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 participant a **Certificate of Excellence**.

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

**We thank you for your help.**