



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

MARKETING MANAGEMENT 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 30 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 role of promotion as a marketing function.
3. Identify communication channels used in sales promotion.
4. Describe the use of technology in the promotion function.
5. Discuss motivational theories that impact buying behavior.



CASE STUDY SITUATION

SILVERS POTATO CHIPS were first introduced 50 years ago as a regional brand, located in only 12 states. Sold in retail stores, the tasty product became a favorite and word-of-mouth helped the product broaden to more than 40 states. Because SILVERS POTATO CHIPS has been around for so many years, its main consumers are older adults, age 40-65.

Last year, SILVERS POTATO CHIPS sold 3,400,000 bags of chips with earnings of \$4.2 Million. Promotional efforts consisted of:

- Placing coupons in five regional newspapers across the country with an estimated reach of 1,850,000
- Cross-promotional campaign with a mid-sized soda company in which customers purchasing SILVERS POTATO CHIPS and a soda had the opportunity to enter a contest to win a trip to a professional football game
- Redesigned packaging

The CEO of SILVERS POTATO CHIPS wants to increase sales by reaching out to new customers – specifically, young adults, age 18-29.

YOUR CHALLENGE

The CEO has hired you as the new digital marketing manager and wants your input on building a web presence targeted at the young adult market that will lead to increased sales of the product at retail stores. This project has a budget of \$75,000. The CEO has asked you to consider the following while developing your strategies:

- Selection of appropriate online vehicles for the desired target market
- Tracking the effectiveness of the web presence
- Driving the web traffic to the SILVERS POTATO CHIPS website
- Encouraging sales at retail stores
- Benefits of utilizing the web rather than traditional media

You will meet with the CEO in 30 minutes to present your strategies.

JUDGE'S EVALUATION FORM
MARKETING MANAGEMENT
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 role of promotion as a marketing function?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
3. Identify communication channels used in sales promotion?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
4. Describe the use of technology in the promotion function?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
5. Discuss motivational theories that impact buying behavior?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
PRESENTATION					
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
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					_____