



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Market Planning

Product/Service Management

BUSINESS SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature and scope of the product/service management function.
2. Describe the use of technology in the product/service management function.
3. Identify product opportunities.
4. Explain the concept of market and market identification.
5. Explain the nature of corporate branding.



EVENT SITUATION

You are to assume the role of marketing manager for PRINT-IT.COM, an online printing company. The owner of the company (judge) has asked you to identify new products/services that will broaden the company's business base.

PRINT-IT.COM was created five years ago with the promise of high quality printing service with quick turn-around. There are many online printing companies, but PRINT-IT.COM is the only service that offers quick delivery service. PRINT-IT.COM's main customers are office managers. These customers appreciate the top caliber printing of business cards, letterhead, envelopes, brochures and catalogs. While sales are steady, the owner of the company (judge) would like to expand the clientele to include other products, services and key customers.

You will make your recommendations to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have made your recommendations and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of PRINT-IT.COM, an online printing company. You have asked the marketing manager (participant) to identify new products and services that will broaden the company's business opportunities.

PRINT-IT.COM was created five years ago with the promise of high quality printing service with quick turn-around. There are many online printing companies, but PRINT-IT.COM is the only service that offers quick delivery service. PRINT-IT.COM's main customers are office managers. These customers appreciate the top caliber printing of business cards, letterhead, envelopes, brochures and catalogs. While sales are steady, you would like to expand the clientele to include other products, services and key customers.

The marketing manager (participant) will make recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing manager (participant) and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What are the risks with using an online printing company?
2. What is the best way for our company to promote our services?

3. Is it possible for our company to become too successful and lose the quick turn-around time?

Once the marketing manager (participant) has made recommendations and has answered your questions, you will conclude the role-play by thanking the marketing manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM

BSM

SAMPLE EVENT

DID THE PARTICIPANT:

1. Explain the nature and scope of the product/service management function?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain the nature and scope of the product/service management function were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature and scope of the product/service management function.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature and scope of the product/service management function.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature and scope of the product/service management function.

2. Describe the use of technology in the product/service management function?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at describing the use of technology in the product/service management function were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately described the use of technology in the product/service management function.

Meets Expectations

12, 13, 14, 15

Effectively described the use of technology in the product/service management function.

Exceeds Expectations

16, 17, 18

Very effectively described the use of technology in the product/service management function.

3. Identify product opportunities?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at identifying product opportunities were weak or incorrect.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately identified product opportunities.

Meets Expectations

12, 13, 14, 15

Effectively identified product opportunities.

Exceeds Expectations

16, 17, 18

Very effectively identified product opportunities.

4. Explain the concept of market and market identification?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the concept of market and market identification were inadequate or unclear.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the concept of market and market identification.

Meets Expectations

12, 13, 14, 15

Effectively explained the concept of market and market identification.

Exceeds Expectations

16, 17, 18

Very effectively explained the concept of market and market identification.

5. Explain the nature of corporate branding?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the nature of corporate branding were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature of corporate branding.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature of corporate branding.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature of corporate branding.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____