



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Marketing

**MARKETING MANAGEMENT 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. Describe marketing functions and related activities.
2. Identify product's/service's competitive advantage.
3. Discuss motivational theories that impact buying behavior.
4. Explain customer/client/business buying behavior.
5. Demonstrate connections between company actions and results.



## EVENT SITUATION

You are to assume the role of marketing specialist for TOUCH TECHNOLOGY, a media technology company that produces mobile phones. The CEO (judge) has asked you to develop a marketing plan for an existing product.

TOUCH TECHNOLOGY is a respected leader in media technology. In hopes of increasing the company's market share in the competitive industry, the company would like to increase marketing plans for their smart phone, the *Aviator*. The *Aviator* was the first smart phone ever produced. It was introduced to the public over a decade ago, long before the competition launched similar models. While the *Aviator* can still claim superior technology as a product, its competition enjoys a higher market share, universal popularity and a "coolness factor" the handheld *Aviator* cannot seem to match. A recent study showed that only 2% of consumers purchasing smart phones in the future would choose the *Aviator*.

Competitors' smart phones offer more than 100,000 applications compared to only 400 for the *Aviator*. Consumer feedback indicated that the *Aviator's* e-mail system is difficult to use and not always dependable. The *Aviator* is only available in the standard black or silver color options, which many feel are outdated.

The CEO (judge) has asked for you to develop a marketing plan specifically for the *Aviator* that will help gain a larger market share in the smart phone industry. In developing your plan, the CEO (judge) wants a prioritized list of changes that need to be made to the *Aviator* to support the success of the marketing strategies.

You will present the marketing plan to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the marketing plan and have answered the CEO's (judge's) questions, the CEO (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 CEO of TOUCH TECHNOLOGY, a media technology company that produces mobile phones. You have asked your marketing specialist (participant) to develop a marketing plan for an existing product.

TOUCH TECHNOLOGY is a respected leader in media technology. In hopes of increasing the company's market share in the competitive industry, the company would like to increase marketing plans for their smart phone, the *Aviator*. The *Aviator* was the first smart phone ever produced. It was introduced to the public over a decade ago, long before the competition launched similar models. While the *Aviator* can still claim superior technology as a product, its competition enjoys a higher market share, universal popularity and a "coolness factor" the handheld *Aviator* cannot seem to match. A recent study showed that only 2% of consumers purchasing smart phones in the future would choose the *Aviator*.

Competitors' smart phones offer more than 100,000 applications compared to only 400 for the *Aviator*. Consumer feedback indicated that the *Aviator's* e-mail system is difficult to use and not always dependable. The *Aviator* is only available in the standard black or silver color options, which many feel are outdated.

You have asked the company's marketing specialist (participant) to develop a marketing plan specifically for the *Aviator* that will help gain a larger market share in the smart phone industry.

In developing the plan, you indicated that you would like a prioritized list of changes that need to be made to the *Aviator* to support the success of the marketing strategies.

The marketing specialist (participant) will present the marketing plan to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing specialist (participant) and asking to hear the presentation.

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

1. Who are our primary and secondary customer target markets?
2. Why do you think we have lost such a large share of the market?
3. Can we use a single message that reaches both our current and potential new customers?

Once the marketing specialist (participant) has presented the marketing plan and has answered your questions, you will conclude the role-play by thanking the marketing specialist (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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.

**JUDGE'S EVALUATION FORM**  
**MMS**  
**SAMPLE EVENT**

**DID THE PARTICIPANT:**

**1. Describe marketing functions and related activities?**

<b>Little/No Value</b> <b>0, 1, 2, 3, 4, 5</b> Attempts at describing marketing functions and related activities were inadequate or weak.	<b>Below Expectations</b> <b>6, 7, 8, 9, 10, 11</b> Adequately described marketing functions and related activities.	<b>Meets Expectations</b> <b>12, 13, 14, 15</b> Effectively described marketing functions and related activities.	<b>Exceeds Expectations</b> <b>16, 17, 18</b> Very effectively described marketing functions and related activities.
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**2. Identify product's/service's competitive advantage?**

<b>Little/No Value</b> <b>0, 1, 2, 3, 4, 5</b> Attempts at identifying the product's/service's competitive advantage were inadequate or weak.	<b>Below Expectations</b> <b>6, 7, 8, 9, 10, 11</b> Adequately identified the product's/service's competitive advantage.	<b>Meets Expectations</b> <b>12, 13, 14, 15</b> Effectively identified the product's/service's competitive advantage.	<b>Exceeds Expectations</b> <b>16, 17, 18</b> Very effectively identified the product's/service's competitive advantage.
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**3. Discuss motivational theories that impact buying behavior?**

<b>Little/No Value</b> <b>0, 1, 2, 3, 4, 5</b> Attempts at discussing motivational theories were inadequate or weak.	<b>Below Expectations</b> <b>6, 7, 8, 9, 10, 11</b> Adequately discussed motivational theories that impact buying behavior.	<b>Meets Expectations</b> <b>12, 13, 14, 15</b> Effectively discussed motivational theories that impact buying behavior.	<b>Exceeds Expectations</b> <b>16, 17, 18</b> Very effectively discussed motivational theories that impact buying behavior.
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**4. Explain customer/client/business buying behavior?**

<b>Little/No Value</b> <b>0, 1, 2, 3, 4, 5</b> Attempts at explaining buying behavior were inadequate or weak.	<b>Below Expectations</b> <b>6, 7, 8, 9, 10, 11</b> Adequately explained customer/client/business buying behavior.	<b>Meets Expectations</b> <b>12, 13, 14, 15</b> Effectively explained customer/client/business buying behavior.	<b>Exceeds Expectations</b> <b>16, 17, 18</b> Very effectively explained customer/client/business buying behavior.
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**5. Demonstrate connections between company actions and results?**

<b>Little/No Value</b> <b>0, 1, 2, 3, 4, 5</b> Attempts at demonstrating connections between company actions and results were inadequate or weak.	<b>Below Expectations</b> <b>6, 7, 8, 9, 10, 11</b> Adequately demonstrated connections between company actions and results.	<b>Meets Expectations</b> <b>12, 13, 14, 15</b> Effectively demonstrated connections between company actions and results.	<b>Exceeds Expectations</b> <b>16, 17, 18</b> Very effectively demonstrated connections between company actions and results.
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**6. Overall impression and response to the judge's questions.**

<b>Little/No Value</b> <b>0, 1</b> Demonstrated few skills; could not answer the judge's questions.	<b>Below Expectations</b> <b>2, 3, 4</b> Demonstrated limited ability to link some skills; answered the judge's questions adequately.	<b>Meets Expectations</b> <b>5, 6, 7</b> Demonstrated the specified skills; answered the judge's questions effectively.	<b>Exceeds Expectations</b> <b>8, 9, 10</b> Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.
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Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_