



INTERNET MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

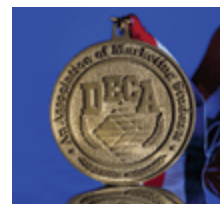
- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Describe the use of credit and debit cards in E-commerce.
- Identify strategies for electronic payment.
- Discuss strategies for protecting online transactions.
- Explain legal responsibilities associated with financial exchanges.
- Describe considerations in creating an E-commerce shopping cart.
- Explain costs associated with E-commerce.
- Explain the nature of E-commerce security risks.



CASE STUDY SITUATION

You are to assume the role of Internet security consultants representing WEB-SAFE, INC., a high tech firm that specializes in Internet security issues. The owner of ALL PRO UNIFORMS has asked you for information on ways to establish secure and efficient online payment options on the company's Web site.

ALL PRO UNIFORMS is a well-established company specializing in designing and producing sports uniforms for all major sporting events. The company has experienced a 10 percent drop in sales for the past three quarters. The owner (judge) is convinced that establishing online payment options will greatly improve sales and increase the company's profit margin.

The owner (judge) would like to update ALL PRO UNIFORMS' Web site to include the capability of accepting online payment for merchandise purchased through the Web site. The owner (judge) wants to take action as soon as possible. However, the owner (judge) is not familiar with how the electronic process will work. He/she (judge) needs more information on the feasibility and capability of merging the online payment options into the company's existing Web site. Protecting the privacy of the company and clients is of utmost concern. Your consulting team has been chosen to provide information for the owner (judge) and develop strategies for implementation so that the change will be successful.

You should consider the following when developing your recommendations:

- Marketing research
- Transaction convenience
- Transaction security
- Merchant accounts

You will present your information and strategies to the owner (judge) in a meeting to take place in the owner's (judge's) office. The owner (judge) will begin the meeting by greeting you and asking to hear your recommendations. After you have completed the presentation and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

JUDGES INSTRUCTIONS

You are to assume the role of owner of ALL PRO UNIFORMS. You have asked a team of Internet security consultants (participants) for information on ways to establish secure and efficient online payment options on the company's Web site.

ALL PRO UNIFORMS is a well-established company specializing in designing and producing sports uniforms for all major sporting events. The company has experienced a 10 percent drop in sales for the past three quarters. You are convinced that the establishing online payment options will greatly improve sales and increase the company's profit margin.

You would like to update ALL PRO UNIFORMS' Web site to include the capability of accepting online payment for merchandise purchased through the Web site. You want to take action as soon as possible. However, you are not familiar with how the electronic process will work, and would like more information on the feasibility and capability of merging the online payment options into the company's existing Web site. Protecting the privacy of your company and clients is of utmost concern. You have asked the Internet security consultants (participants) to provide information for you and develop strategies for implementation so that the change will be successful.

The Internet security consultants (participants) should consider the following when developing their recommendations:

- Marketing research
- Transaction convenience
- Transaction security
- Merchant accounts

The Internet consultants (participants) will present their recommendations in a meeting to be held in your office. You will begin the meeting by greeting the consultants (participants) and asking to hear their ideas.

After the Internet consultant team (participant team) has completed the presentation, you are to ask the following questions:

1. What type of risks is the company facing when we begin to accept credit and debit card payments?
2. Can we assure customers that our system will not allow identity theft?

Once the Internet consultant team (participant team) has answered your questions, you will conclude the meeting by thanking the consultant team (participant team) for their information.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series direct.

We thank you for your help.

JUDGE'S EVALUATION FORM
IMDM

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Describe the use of credit and debit cards in E-commerce.	10-9	8-7	6-5-4	3-2-1-0	_____
2. Identify strategies for electronic payment.	10-9	8-7	6-5-4	3-2-1-0	_____
3. Discuss strategies for protecting online transactions.	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the legal responsibilities associated with financial exchanges.	10-9	8-7	6-5-4	3-2-1-0	_____
5. Describe considerations in creating an E-commerce shopping cart.	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain costs associated with E-commerce.	10-9	8-7	6-5-4	3-2-1-0	_____
7. Explain the nature of E-commerce security risks.	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE					_____