

Management Team Decision Making Events, 2007

Business Law and Ethics Management Team Decision Making Event
Buying and Merchandising Management Team Decision Making Event
Sponsored by Sears Holdings Corporation

E-commerce Management Team Decision Making Event
Financial Analysis Management Team Decision Making Event
Sponsored by the National Association of Mortgage Brokers

Hospitality Services Management Team Decision Making Event
Sponsored by Marriott International, Inc.

**Sports and Entertainment Marketing Management
Team Decision Making Event**
Sponsored by Northwood University

**Travel and Tourism Marketing Management
Team Decision Making Event**

Purpose

The Management Team Decision Making Events provide an opportunity for participants to analyze one or a combination of elements essential to the effective operation of a business in the specific occupational area. These elements may include, but are not limited to, financial management, personnel management, merchandise management, marketing issues, security issues, etc. The business situation to be analyzed will be presented as a case study.

The guidelines for each of the Management Team Decision Making Events have been consolidated to facilitate coordination of the participant activities in each occupational category. This means the guidelines will be exactly the same for each occupational category. However, each occupational category's case problem will be occupation specific and will be different and distinct from the case studies of the other occupational categories. The skills evaluated are selected from a list of performance indicators validated by industry representatives. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Complete lists of performance indicators are available from DECA's Web site, www.deca.org/celisting.html.

Skills Developed

The participant teams will demonstrate skills described by the performance indicators for general marketing as well as learn/understand the importance of

- 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
- critical thinking/problem-solving skills
- 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

Definitions

The following definitions are used to determine the activities and occupations that are included in each of the Management Team Decision Making Events.

- ◆ **Business Law and Ethics:** For the purposes of this event, business law is U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.
- ◆ **Buying and Merchandising:** Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.
- ◆ **E-commerce:** Marketing and management functions and tasks that can be applied to the selling of products and services by businesses and consumers over the Internet. These can be business-to-business, business-to-consumer or consumer-to-consumer.
- ◆ **Financial Analysis:** Financial analysis is the application of financial data to business decision making in any business. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.
- ◆ **Hospitality Services:** Marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.
- ◆ **Sports and Entertainment Marketing:** Marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.
- ◆ **Travel and Tourism Marketing:** Marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.

Procedure

- Each management team must be composed of **two members** of the DECA chapter.
- Each team member will be given a 100-question, multiple-choice, **comprehensive exam** testing knowledge of the National Curriculum Framework and performance indicators specific to each occupational area. The scores will be averaged to produce a single team score.
- Team members will be given a decision-making **case study situation** involving a management problem in a business in the occupational area. Teams qualifying for a final round will participate in a second case study situation.
- A list of seven performance indicators specific to the scenario is included in the participants' instructions. These are distinct tasks the participants must accomplish during the role-play. The judge will evaluate the participants' role-play performance on these tasks and on several follow-on questions.
- Performance indicators demonstrate specific marketing knowledge. They are divided into the following instructional areas:
 - economics
 - communication and interpersonal skills
 - professional development
 - business, management and entrepreneurship

- distribution
 - financing
 - marketing-information management
 - pricing
 - product/service management
 - promotion
 - selling
- Each team will have 30 minutes to study the situation and organize their analysis using a management decision-making format. During the preparation period, teams may consult only with one another about the management situation. Participants may use notes made during the preparation time during the presentation. No note cards may be used.
 - Participant teams will meet with the judge for a 15-minute interview. The team will spend not more than 10 minutes, at the beginning of the interview, describing the team's analysis of the situation given. Both members of the team must participate in the presentation. The judge will spend the remaining 5 minutes questioning the participants. Each participant must respond to at least one question posed by the judge.
 - Participants may not bring printed reference materials, audio or visual aids, etc., to the competitive event. Participants may not pass material of any kind to the judge. Participant teams are allowed to make use of a personal laptop computer and/or a hand-held digital organizer they provide. No computer set-up time will be allowed. If participants use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other supplies will be allowed.
 - If any of these rules are violated, the adult assistant must be notified by the judge.
 - The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

Presentation Judging

Team members, assuming the role of a management team or observers for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, 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 interview.

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 close the interview by thanking the team for their work. 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.

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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 presented 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 director.

We thank you for your help.

Sample Case Study



SPORTS AND ENTERTAINMENT 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 factors used by marketers to position products/businesses.
- Explain the role of promotion as a marketing function.
- Explain the nature of the promotional plan.
- Identify the elements of a promotional mix.
- Coordinate activities in the promotional plan.
- Explain the nature of sponsorship in the sport/event industries.
- Determine the advertising reach of sport/event media.

CASE STUDY SITUATION

You are to assume the roles of promotional experts for PRO-LINE SPORTS AND ENTERTAINMENT MARKETING. The CEO of Goliath Industries (judge) has asked you to develop preliminary plans for promoting two of his/her companies through the Super Bowl.

PRO-LINE SPORTS AND ENTERTAINMENT MARKETING is a large, well-established promotional firm located in Oklahoma City, Oklahoma. PRO-LINE clients include major colleges, universities, professional sports teams and major sporting events.

Two large corporations, North Central Airlines and Texas Burgers, want to run special promotions to tie in with the Super Bowl. North Central Airlines is a Midwest airline, known for on-time flights and a friendly staff that has just implemented coast-to-coast service. Texas Burgers is a Southern fast-food restaurant chain that has been quickly expanding its popular franchise across the United States and Canada. The chief executive officer (CEO) (judge) of Goliath Industries, which owns both of the above-mentioned companies, is looking for national exposure. The CEO (judge) feels your company can provide this exposure by affiliating them with the Super Bowl. You have been asked by Goliath's CEO (judge) to prepare preliminary promotional plans for both North Central Airlines and Texas Burgers.

The Chief Executive Officer of Goliath Industries (judge) suggests that you consider the following when developing your promotional strategies:

- Types of media
- Target Market
- Sponsorships
- Promotional Calendar
- Planning and coordination of an idea

You will present your plan to the CEO (judge) in a meeting to be held in PRO-LINE'S conference room. The CEO (judge) will begin the meeting by greeting you and asking to hear your presentation. After you have described your plan and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of Chief Executive Officer (CEO) of Goliath Industries, a parent company for other corporations. You want to develop a Super Bowl promotion for two of your companies and have asked a team of promotional experts from PRO-LINE SPORTS AND ENTERTAINMENT MARKETING (participant team) to develop a preliminary plan for consideration.

PRO-LINE SPORTS AND ENTERTAINMENT MARKETING is a large, well-established promotional firm located in Oklahoma City, Oklahoma. PRO-LINE's clients include major colleges, universities, professional sports teams and major sporting events.

Goliath Industries is interested in expanding two of their corporations: North Central Airlines and Texas Burgers. North Central Airlines is a Midwest airline known for on-time flights and friendly staff that has just implemented coast-to-coast service. Texas Burgers is a Southern fast-food restaurant chain that has

been quickly expanding its popular franchise across the United States. As CEO of Goliath Industries, you (judge) are looking for national exposure which you feel Pro-Line Sports and Entertainment Marketing can provide by affiliating the businesses with the Super Bowl.

You have asked the promotional experts (participant team) for Pro-Line Sports and Entertainment Marketing to prepare preliminary promotional plans for both North Central Airlines and Texas Burgers. In addition, you have suggested that they consider the following promotional ideas in developing promotional strategies:

- Types of media
- Target Market
- Sponsorships
- Promotional calendar
- Planning and coordination of idea

The promotional experts (participant team) will present their plan to you in a meeting to be held in PRO-LINE'S conference room. You will begin the meeting by greeting the promotional experts (participant team) and asking to hear their presentation.

After the promotional experts (participant team) have presented the information, you are to ask the following questions of each participant team:

1. What determines the rate television and radio stations charge for advertising?
2. Will a prime-time television slot always guarantee an advertiser the best results?
3. If we can't afford the whole promotional package, which part should we drop?
4. What will determine the schedule of promotional ideas?

Once the promotional experts (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGE'S EVALUATION FORM
SMDM Sample Event 2007

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Describe factors used by marketers to position products/businesses?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the role of promotion as a marketing function?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Explain the nature of the promotional plan?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Identify the elements of a promotional mix?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Coordinate activities in the promotional plan?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the nature of sponsorship in the sport/event industries?.....	10-9	8-7	6-5-4	3-2-1-0	_____
7. Determine the advertising reach of sport/event media?	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 Points (maximum 100 points)					_____