

Marketing Research Events, 2007

Business and Financial Services Marketing Research Event

Sponsored by the National Association of Mortgage Brokers

General Marketing Research Event

Hospitality and Recreation Marketing Research Event

Sponsored by South-Western/Thomson

Retail Marketing Research Event

Sponsored by Foot Locker, Inc.

Purpose

The Marketing Research Events provide an opportunity for participants to demonstrate skills needed by management personnel.

The guidelines for each of the Marketing Research Events have been consolidated to facilitate coordination of participant activities in each of the occupational categories. This means the guidelines will be exactly the same for each occupational category. However, each area will be treated separately as a competitive event.

Definitions

The following definitions are used to determine the activities or occupations that are included in each of the Marketing Research Events. The source for these definitions is the U.S. Department of Education's Classification of Instructional Programs Code.

- ◆ **Business and Financial Services Marketing:** Business services include services to businesses on a fee or contract basis (advertising agencies, display services, marketing research and consulting firms) or providing services to consumers (photographic studios, pet care centers, rental businesses). The emphasis is on marketing activities involved in such enterprises, not the development of manual or procedural skills required to perform a particular task or service. (Includes performing advertising and merchandise display functions as part of the operation of any enterprise.) Financial services include marketing functions and tasks in financial institutions such as commercial banks, savings and loan associations, credit agencies, credit unions, consumer-finance companies, collection agencies, credit departments of business enterprises.
- ◆ **General Marketing:** Marketing and management functions that can be applied broadly in any marketing environment. (Includes marketing skills in any establishment not mentioned in the other four categories.)
- ◆ **Hospitality and Recreation Marketing:** Hospitality and recreation marketing includes marketing and management functions in a business primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The hospitality industry includes lodging services and related convention services, and food and beverage services (including restaurants and catering services). Recreation includes products and services related to entertainment, sports, hobbies and cultural activities. (Includes hotels/motels, restaurants, sporting goods stores, pro shops, hobby stores, museum gift shops.)
- ◆ **Retail Marketing:** Retail marketing includes marketing tasks resulting in the sale of goods from a retail environment merchandise line. (Includes, but is not limited to, department stores, variety stores, supermarkets, convenience-food stores, bakeries, meat markets, clothing and accessory stores, specialty accessory stores, shoe stores, jewelry stores, appliance stores, floral stores, hardware stores, office products stores, furniture stores, fabric stores, toy stores.)

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The following definition relates specifically to this year's topic:

Institutional advertising: an advertising message or campaign that has the primary purpose of promoting the name, image, personnel or reputation of a company, organization or industry.

Procedure

- The marketing research events consist of two major parts: the **written document** and the **oral presentation** by the participants. The written document will account for 70 points and the oral presentation will account for the remaining 30 of the total 100 points.
- Each marketing research entry will be composed of **one to three** members of the DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions. For the presentation, the participants are to assume the role of management trainee. They have been asked by the business's owner/manager to study the advertising media available in the business's trade area and its impact on the business's target market. The participants will then develop an institutional promotion campaign to expand the business's customer base using the most cost-effective media available.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

Skills Developed

The participants will demonstrate skills described by the performance indicators for general marketing and each occupational category 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 and deadlines
- identification of competitive conditions within market areas

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

2007 Topic

The 2007 topic for each occupational category is the development of an institutional promotion campaign based on the results of an advertising media analysis. Participants will choose a business and then analyze advertising media available in the business's trade area and their impact on the target market of that business. Participants will then develop an institutional promotion campaign to expand the business's customer base using the most cost-effective media available.

Objectives

The marketing research events provide an opportunity for the participants to

- ◆ analyze advertising media
- ◆ identify cost-effective media from that analysis
- ◆ prepare an institutional promotion campaign to expand the business's customer base using the findings of the advertising media analysis
- ◆ present the research findings and institutional promotion campaign to the business's owner/manager in a role-playing situation

The marketing research events involve the preparation of an institutional promotion campaign based on the results of an advertising media analysis. The participant must

- ◆ select an actual local business operation—the business may be an independent unit or a single unit of a chain. If using a single unit of a chain, you must assume that the business you select does have the authority to make local decisions.
- ◆ design an advertising media analysis
- ◆ conduct an advertising media analysis
- ◆ analyze the results of the research and identify the most cost-effective advertising media available
- ◆ prepare an institutional promotion campaign to expand the business's customer base using the most cost-effective advertising media identified
- ◆ present in a role-playing situation
 - the findings and conclusions of the advertising media analysis
 - the institutional promotion campaign to expand the business's customer base using the most cost-effective media available

Format Guidelines for the Written Entry

Your written entry must follow these specifications. Refer also to the Checklist and the Written Entry Evaluation Form.

Title page. The first page of the written entry is the title page, which lists the following in this order:

NAME OF THE EVENT (one of the following):
 BUSINESS AND FINANCIAL SERVICES MARKETING RESEARCH EVENT
 GENERAL MARKETING RESEARCH EVENT
 HOSPITALITY AND RECREATION MARKETING RESEARCH EVENT
 RETAIL MARKETING RESEARCH EVENT

Name of DECA chapter
 Name of high school
 School address
 City, State/Province, ZIP/Postal Code
 Names of participants
 Date

Title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. The Roman numeral of each section, the section title and the page of the section must appear in the table of contents. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

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Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. INTRODUCTION
 - A. Description of the business or organization (include target market)
 - B. Description of the community (geographic, demographic, socioeconomic factors)
- III. RESEARCH METHODS USED IN THE ADVERTISING MEDIA ANALYSIS
 - A. Design of the advertising media analysis
 - B. Methods used to conduct the advertising media analysis
- IV. FINDINGS AND CONCLUSIONS
 - A. Description of the current advertising media available
 - B. Cost analysis of available advertising media
 - C. Description of the advertising media's potential effectiveness and impact on the business's target market
 - D. Identification and rationale for the selection of the most cost-effective media
- V. PROPOSED INSTITUTIONAL PROMOTION CAMPAIGN
 - A. Goals/objectives and rationale of the institutional promotion campaign
 - B. Proposed institutional promotion campaign activities and timelines
 - C. Proposed budget for the campaign
- VI. BIBLIOGRAPHY
- VII. APPENDIX
 - An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

Checklist Standards

In addition to following the outline above, when preparing your written entry, you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (WEF000). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.

7. The entry must be typed/word processed (not handwritten). Only material in exhibits and participant-created artwork, charts and graphs may be handwritten. Handwritten corrections to typed text will be penalized. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word processing equipment available.)
8. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. Decorative artwork or desktop publishing techniques may be used throughout the manual. Photographs in the manual must be scanned and placed as digital files.
10. The entry must follow the sequence outlined. No sections or subsections may be added.
11. The Roman numeral of each section, the section title and the page number of the section must appear in the table of contents.

Presentation Guidelines

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants have assumed the roles of management trainees in a single-unit or independent operation. The judge is to assume the role of the business's owner/manager. The participants have developed a promotion campaign to expand the business's customer base.
- The participants will present the plan to the judge in a 15-minute presentation worth 30 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- The participants will spend not more than 10 minutes, at the beginning of the presentation, describing the media analysis and the promotional campaign. Each participant may bring a copy of the written entry or notecards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use as visual aids only display material mounted on not more than three (3) standard-sized posters not to exceed 22 inches by 30 inches each and/or one (1) standard-sized presentation display board not to exceed 36 inches by 48 inches to be placed on chairs or free-standing easels. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions. Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. Participants are allowed to make use of a desktop flip chart presentation easel not to exceed 12 inches by 10 inches. Participants are also allowed to make use of a personal laptop computer and/or a hand-held digital organizer they provide. No set-up time will be allowed. No sound may be used. If participants use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other materials may be brought to or used during the presentation by the participants.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Written Entry Judging

Please familiarize yourself with all of the event guidelines before starting to evaluate the written entry. Penalty points (see Written Entry Checklist) have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Format Guidelines for the Written Entry, which explains in greater detail what should be discussed in each section. As you read, ask yourself, "Will this work? Is it realistic? Do the writers sound knowledgeable? Are the writers communicating clearly?" Ultimately, you must decide, "Would I approve this plan if I were the manager?"

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The judge should complete the Written Entry Evaluation Form, making sure to

- ◆ place the name and identification number label on the Scantron sheet (unless it has already been done for you).
- ◆ fill in the appropriate score for each section.
- ◆ write the score given in the space at the right. No score filled in or extended means that the participant will receive a zero for that area.
- ◆ ignore attempts to achieve a competitive advantage due to the quality of word processing equipment available.
- ◆ double-check to ensure that you have scored every category.
- ◆ total your score. The series director will double-check all addition.

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 information (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not address the problem at all).

It may help to go through several entries before actually starting to score the entries. Take notes on a separate piece of paper if you wish to ask the participants about specific areas of the written entry during the presentation.

Presentation Judging

Participants will make a 15-minute presentation to you. Remember, you are taking on the role of the owner/manager of the business. You may refer to the written entry, or to notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the participants will explain the plan. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants. The first three questions must be based on the Presentation Evaluation Form. At least one question must be addressed to each participant. To ensure fairness, you must ask each participant or group of participants the same three questions:

1. one question on the participants’ research methods
2. one question on the details of the participants’ findings and conclusions
3. one question on the participants’ proposed institutional promotional campaign

These questions should be prepared following the written entry evaluation, but before the presentation begins.

After asking the three required questions, you may ask any additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participant(s). Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 30 points.

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

We thank you for your help.

**Business and Financial Services
Marketing Research
General Marketing Research
Hospitality and Recreation
Marketing Research
Retail Marketing Research**

Participant(s): _____

I.D. Number: _____

**Written Entry 2007
Written Entry Evaluation Form**

**Please refer to *Format Guidelines for the Written Entry*
for a more detailed explanation of these items.**

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
EXECUTIVE SUMMARY					
1. One-page description of the project.....	6-5	4	3-2	1-0	_____
INTRODUCTION (Background information)					
2. Description of the business or organization (include target market)	4	3	2	1-0	_____
3. Description of the community (geographic, demographic and socioeconomic factors).....	4	3	2	1-0	_____
RESEARCH METHODS USED IN THE ADVERTISING MEDIA ANALYSIS					
4. Design of the advertising media analysis	4	3	2	1-0	_____
5. Methods used to conduct the advertising media analysis	4	3	2	1-0	_____
FINDINGS AND CONCLUSIONS					
6. Description of the current advertising media available	4	3	2	1-0	_____
7. Cost analysis of available advertising media ..	6-5	4	3-2	1-0	_____
8. Description of the advertising media's potential effectiveness and impact on the business's target market	6-5	4	3-2	1-0	_____
9. Identification and rationale for the selection of the most cost-effective media	8-7	6-5	4-3-2	1-0	_____
PROPOSED INSTITUTIONAL PROMOTION CAMPAIGN					
10. Goals/objectives and rationale of the institutional promotion campaign	6-5	4	3-2	1-0	_____
11. Proposed institutional promotion campaign activities and timelines.....	8-7	6-5	4-3-2	1-0	_____
12. Proposed budget for the campaign.....	6-5	4	3-2	1-0	_____
APPEARANCE AND WORD USAGE					
13. Professional layout, neatness, proper grammar, spelling and word usage.....	4	3	2	1-0	_____

Written Entry Total Points (maximum 70 points): _____

Judge: A B C D E F G H (circle one)

**Marketing
Research Events**

**Business and Financial Services
Marketing Research
General Marketing Research
Hospitality and Recreation
Marketing Research
Retail Marketing Research**

Participant(s): _____

I.D. Number: _____

**Written Entry 2007
Presentation Evaluation Form**

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Opening presentation: description of the plan; organization, clarity and effec- tiveness of the presentation.....	10-9	8-7	6-5-4	3-2-1-0	_____
2. Question on the research methods	4	3	2	1-0	_____
3. Question on the rationale for the details of the findings and conclu- sions of the study	6-5	4	3-2	1-0	_____
4. Question on the proposed promotional plan	6-5	4	3-2	1-0	_____
5. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	4	3	2	1-0	_____

Presentation Total Points (maximum 30 points): _____

RECAP: WRITTEN ENTRY (70): _____

PRESENTATION (30): _____

SUBTOTAL (100): _____

LESS PENALTY POINTS: _____

TOTAL SCORE: _____

Judge: A B C D E F G H (*circle one*)