



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Marketing-Information Management

**MARKETING MANAGEMENT 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 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- 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
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

**SPECIFIC PERFORMANCE INDICATORS**

1. Identify data monitored for marketing decision making.
2. Explain the role of ethics in marketing-information management function.
3. Analyze purchasing behavior.
4. Explain customer/client/business buying behavior.
5. Demonstrate connections between company actions and results.



## **CASE STUDY SITUATION**

You are the marketing manager at EASYBUY.COM, the second largest online retailer in the country. EASYBUY.COM offers an extensive product line that includes books, music CDs, videotapes and DVDs, software, consumer electronics, kitchen items, tools, lawn and garden items, toys & games, baby products, apparel, sporting goods, gourmet food, jewelry, watches, health and personal-care items, beauty products, musical instruments, clothing, industrial & scientific supplies, and groceries.

In order for a purchase to be made on EASYBUY.COM, the customer must be an account holder. Accounts are free of charge, but customers are required to complete a questionnaire asking for brand preferences, provide personal information such as email address, phone number, and demographic information and customers are also encouraged to include EASYBUY.COM on personal social media. In return for completing the account information, customers are always given a flat \$2.99 shipping rate, regardless of items purchased.

While sales are steady, marketers are noticing that the online shopping carts on EASYBUY.COM are being abandoned before the purchase is made. For some reason, customers are choosing not to follow through with completing the sale and instead abandoned the merchandise in their carts. The rate of abandoned shopping carts has risen by 70% in the last three years. This marks a significant decrease in sales volume and missed income opportunity.

## **YOUR CHALLENGE**

The CEO of EASYBUY.COM wants you to determine how to re-engage shoppers that abandoned their shopping carts before purchase and increase cart conversion. You are to include the following:

- Specific account information to be monitored
- Strategies to remarket merchandise to shoppers
- Channels used to communicate with shoppers
- Message content

You will present your strategies to the CEO in a meeting to take place in the CEO's office. The CEO may be accompanied by additional executives from the organization.



**MARKETING MANAGEMENT, 2014**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
SAMPLE EVENT

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:** Marketing-Information Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Identify data monitored for marketing decision making?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of ethics in marketing-information management function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Analyze purchasing behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						