



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Market Planning

AUTOMOTIVE SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge.)
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the nature of marketing plans.
2. Explain the concept of marketing strategies.
3. Explain the role of situation analysis in the marketing planning process.
4. Identify a product's/service's competitive advantage.
5. Communicate core values of a product/service.

EVENT SITUATION

You are to assume the role of manager of PRECISION AUTO REPAIR, an automobile repair and service center. The owner (judge) has asked for your help in creating a marketing plan for the business's grand opening to the general public.

PRECISION AUTO REPAIR has been in business for over a decade, but instead of servicing vehicles from the community, it has been in an exclusive partnership with FIRST INSURANCE, an agency that insures personal vehicles for policy holders. Instead of building a customer base of walk-ins from the community, PRECISION AUTO REPAIR repairs vehicles for FIRST INSURANCE policy holders that have been involved in an accident and need repairs.

PRECISION AUTO REPAIR has one large location in a city of 100,000 residents. The location has six repair bays and a large lobby with waiting area, and a national car rental company operates counter service inside the shop's lobby. The car rental company provides exceptional service to FIRST INSURANCE customers that have an auto repair that will take longer than 24 hours with policies that allow a rental car.

The partnership with FIRST INSURANCE has kept PRECISION AUTO REPAIR with steady business for the past decade. PRECISION AUTO REPAIR'S repair work is so trusted that FIRST INSURANCE backs it with a 100% guarantee. Due to an increase in FIRST INSURANCE'S clients, the insurance company has decided to add another repair shop to the partnership, allowing PRECISION AUTO REPAIR to be open to the general public for the first time since it opened. The grand opening will be held in three months. The owner of PRECISION AUTO REPAIR (judge) is nervous because a national auto repair chain will be opening a location in the city just one month after that.

The owner of PRECISION AUTO REPAIR (judge) wants you to help create a marketing plan for the grand opening of PRECISION AUTO REPAIR to the general public. The owner (judge) wants you to consider marketing strategies, the timing of the opening with the opening of the national chain and the competitive advantage of PRECISION AUTO REPAIR.

You will present your marketing plan to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the owner's (judge's) questions, the owner (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. 21st Century Skills and 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 owner of PRECISION AUTO REPAIR, an automobile repair and service center. You have asked for the manager's (participant's) help in creating a marketing plan for the business's grand opening to the general public.

PRECISION AUTO REPAIR has been in business for over a decade, but instead of servicing vehicles from the community, it has been in an exclusive partnership with FIRST INSURANCE, an agency that insures personal vehicles for policy holders. Instead of building a customer base of walk-ins from the community, PRECISION AUTO REPAIR repairs vehicles for FIRST INSURANCE policy holders that have been involved in an accident and need repairs.

PRECISION AUTO REPAIR has one large location in a city of 100,000 residents. The location has six repair bays and a large lobby with waiting area, and a national car rental company operates counter service inside the shop's lobby. The car rental company provides exceptional service to FIRST INSURANCE customers that have an auto repair that will take longer than 24 hours with policies that allow a rental car.

The partnership with FIRST INSURANCE has kept PRECISION AUTO REPAIR with steady business for the past decade. PRECISION AUTO REPAIR'S repair work is so trusted that FIRST INSURANCE backs it with a 100% guarantee. Due to an increase in FIRST INSURANCE'S clients, the insurance

company has decided to add another repair shop to the partnership, allowing PRECISION AUTO REPAIR to be open to the general public for the first time since it opened. The grand opening will be held in three months. You are nervous because a national auto repair chain will be opening a location in the city just one month after that.

You want the manager (participant) to help create a marketing plan for the grand opening of PRECISION AUTO REPAIR to the general public. You want the manager (participant) to consider marketing strategies, the timing of the opening with the opening of the national chain and the competitive advantage of PRECISION AUTO REPAIR.

The participant will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

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

1. Are there any possible negative consequences to mentioning our partnership with FIRST INSURANCE to the general public?
2. What communications channels should we use in marketing our grand opening?
3. Should we offer incentives or coupons for the grand opening?

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

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**AUTOMOTIVE SERVICES MARKETING
SERIES, 2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Market Planning**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify a product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of a product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						