



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Market Planning

TRAVEL AND TOURISM TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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 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.

21st CENTURY SKILLS

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

PERFORMANCE INDICATORS

- Explain the nature of marketing plans.
- Explain the concept of marketing strategies.
- Explain the concept of market and market identification.
- Explain the role of situation analysis in the marketing planning process.
- Build and maintain relationships with customers.
- Explain key factors in building a clientele.
- Describe types of direct marketing tactics.

CASE STUDY SITUATION

You are to assume the roles of director of customer relations and director of marketing for SUPERIOR AIRLINES, a major airline that operates over 5,000 daily flights. The senior vice president (judge) has asked your team to design a marketing plan that will attract the next generation of travelers.

SUPERIOR AIRLINES is one of the three largest commercial airlines in the country. The three top airlines consistently compete against each other in pricing, loyalty and customer satisfaction. Currently, SUPERIOR AIRLINES is ranked highest in all categories, but executives understand that ratings can quickly change. SUPERIOR AIRLINES has a frequent flyer program, *Superior Rank*, that rewards members with free flights and upgrades once enough points are earned.

In an effort to secure future brand loyalty, SUPERIOR AIRLINES executives feel it is imperative to begin marketing to college students. College students are the next generation of travelers; both leisure and business travelers. Typically, college students do not yet have any airline brand loyalty, so targeting them while still enrolled is ideal. College students travel for holidays, study abroad programs, spring break, visits home and for major sporting events; most often choosing travel brands based on price than any other aspect.

The senior vice president (judge) wants your team to design a marketing plan that would target college students at one college or university to use as a trial program. The senior vice president (judge) wants you to determine how the company can partner with that college or university in order to properly gain access to the student population. The senior vice president (judge) wants your plan to include marketing strategies involving student athletics, study abroad programs and internship placement.

You will present your ideas to the senior vice president (judge) in a meeting to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the senior vice president's (judge's) questions, the senior vice president (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of senior vice president for SUPERIOR AIRLINES, a major airline that operates over 5,000 daily flights. You have asked the director of customer relations and director of marketing (participant team) to design a marketing plan that will attract the next generation of travelers.

SUPERIOR AIRLINES is one of the three largest commercial airlines in the country. The three top airlines consistently compete against each other in pricing, loyalty and customer satisfaction. Currently, SUPERIOR AIRLINES is ranked highest in all categories, but executives understand that ratings can quickly change. SUPERIOR AIRLINES has a frequent flyer program, *Superior Rank*, that rewards members with free flights and upgrades once enough points are earned.

In an effort to secure future brand loyalty, SUPERIOR AIRLINES executives feel it is imperative to begin marketing to college students. College students are the next generation of travelers; both leisure and business travelers. Typically, college students do not yet have any airline brand loyalty, so targeting them while still enrolled is ideal. College students travel for holidays, study abroad programs, spring break, visits home and for major sporting events; most often choosing travel brands based on price than any other aspect.

You want the director of customer relations and director of marketing (participant team) to design a marketing plan that would target college students at one college or university to use as a trial program. You want the director of customer relations and director of marketing (participant team) to determine how the company can partner with that college/university in order to properly gain access to the student population. You want the plan to include marketing strategies involving student athletics, study abroad programs and internship placement.

The director of customer relations and director of marketing (participant team) will present their ideas to you in a meeting to take place in your office. You will begin the meeting by greeting the director of customer relations and director of marketing (participant team) and asking to hear about their ideas.

After the director of customer relations and director of marketing (participant team) have presented the ideas you are to ask the following questions of each participant team:

1. How will the partnership be beneficial to the college/university?
2. Why is securing future business travelers important?
3. How can we tell if your plan is effective?

Once the director of customer relations and director of marketing (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.

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 director.

We thank you for your help.



TRAVEL AND TOURISM TEAM DECISION MAKING, 2018

Participant: _____

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE

I.D. Number: _____

INSTRUCTIONAL AREA
Market Planning

Did the participant team:

		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	
2.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6	7-8	9-10	
5.	Build and maintain relationships with customers?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
7.	Discuss types of direct marketing tactics?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						