



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Economics

MARKETING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Describe factors that affect the business environment.
2. Identify factors affecting a business's profit.
3. Describe the functions of prices in markets.
4. Explain factors affecting pricing decisions.
5. Identify product's/service's competitive advantage.



EVENT SITUATION

You are to assume the role of marketing specialist at CUT AWAY, a chain of discount hair salons with 700 locations across the country. The marketing director (judge) has asked you to recommend new pricing for CUT AWAY services and recommend a frequent customer rewards program.

CUT AWAY salons, while basic, are extremely popular among busy, value-conscious families. The salons only offer haircuts, with shampoos offered a la carte for an additional charge. The limited menu decreases the amount of time spent on each customer, making CUT AWAY the leader in number of customers serviced per day. The current service and price menu at CUT AWAY is as follows:

Adult Haircut	\$12.00
Kids (10 and under)	\$10.00
Seniors (65 and older)	\$10.00
Shampoo	\$4.00

The marketing director (judge) had proposed a rate increase four years ago to the company's CEO. At that time the country's economy was still in a recession and the CEO felt that raising prices now would not demonstrate positive customer relations. The CEO wanted to keep CUT AWAY'S prices affordable for those suffering through tough economic times.

The current CUT AWAY prices have been in effect for almost eight years, considerably longer than other chain salons' prices. The marketing director (judge) has received approval from the CEO to adjust the prices for services now that economy has somewhat recovered, but also to outline an idea for a frequent customer reward program.

The marketing director (judge) has asked you to decide new pricing for CUT AWAY services, keeping in mind that the economy is still unsteady. When deciding on new pricing, the director (judge) also wants you to consider how often prices should be analyzed and increased. In addition, the director (judge) wants a brief outline on how a frequent customer rewards program would work at CUT AWAY.

You will present your recommendations to the marketing director (judge) in a role-play to take place in the director's (judge's) office. The marketing director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director's (judge's) questions, the marketing director (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. 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 marketing director at CUT AWAY, a chain of discount hair salons with 700 locations across the country. You have asked the marketing specialist (participant) to recommend new pricing for CUT AWAY services and recommend a frequent customer rewards program.

CUT AWAY salons, while basic, are extremely popular among busy, value-conscious families. The salons only offer haircuts, with shampoos offered a la carte for an additional charge. The limited menu decreases the amount of time spent on each customer, making CUT AWAY the leader in number of customers serviced per day. The current service and price menu at CUT AWAY is as follows:

Adult Haircut	\$12.00
Kids (10 and under)	\$10.00
Seniors (65 and older)	\$10.00
Shampoo	\$4.00

You had proposed a rate increase four years ago to the company's CEO. At that time the country's economy was still in a recession and the CEO felt that raising prices now would not demonstrate positive customer relations. The CEO wanted to keep CUT AWAY'S prices affordable for those suffering through tough economic times.

The current CUT AWAY prices have been in effect for almost eight years, considerably longer than other chain salons' prices. You have received approval from the CEO to adjust the prices for services now that economy has somewhat recovered, but also to outline an idea for a frequent customer reward program.

You have asked the marketing specialist (participant) to decide new pricing for CUT AWAY services, keeping in mind that the economy is still unsteady. When deciding on new pricing, you also want the marketing specialist (participant) to consider how often prices should be analyzed and increased. In addition, you want a brief outline on how a frequent customer rewards program would work at CUT AWAY.

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

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

1. Do you think it would be a good idea to offer additional services?
2. Should we offer coupons to the general public?
3. How should we introduce our new pricing?

Once the marketing specialist (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the marketing specialist (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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.



MARKETING MANAGEMENT SERIES, 2015

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

I.D. Number: _____

INSTRUCTIONAL AREA
Economics

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

		0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
1.	Describe factors that affect the business environment?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Identify factors affecting a business's profit?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Describe the functions of prices in markets?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain factors affecting pricing decisions?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Identify product's/service's competitive advantage?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						