



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Promotion

**MARKETING COMMUNICATIONS
TEAM DECISION MAKING 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 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.

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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Explain the nature of a promotional plan.
- Identify company's brand promise.
- Discuss the nature of customer relationship management.
- Describe factors used by businesses to position corporate brands.



CASE STUDY SITUATION

You are to assume the roles of marketing specialists for FIVE BANNERS AMUSEMENT PARK, a corporation that manages 15 amusement park properties across the country. The CEO (judge) has asked you to create a new marketing communications promotional campaign that will calm the public's fears after three injuries at FIVE BANNERS parks.

FIVE BANNERS has been a household name for over forty years. The 15 amusement parks managed by FIVE BANNERS all are theme parks with thrill rides, attached water parks and plenty of games, restaurants and souvenir shops. The parks rank 4th in attendance and 3rd in customer service.

In the last four months, there have been three reported injuries at different FIVE BANNERS parks. In one incident, an older ride in the park malfunctioned, causing a broken leg. The victim was a teenaged boy and he has fully recuperated. FIVE BANNERS paid his medical bills and has since closed the ride. The ride will be removed from the park during the off-season and will be replaced by something new. This accident resulted in all FIVE BANNERS parks closing for three days while each ride was thoroughly inspected.

The other two incidents resulting in injuries at FIVE BANNERS parks were due to customers not following printed rules and expectations. One customer did not keep her hands inside the ride and it resulted in a laceration. The other involved a customer running in the water park, slipping, falling and resulting in a concussion. Both injuries were treated onsite by FIVE BANNERS medical staff and the injured parties did not seek outside medical treatment.

Reports of the three injuries have been nationwide. Social media, newspapers, even a parenting magazine reported that FIVE BANNERS parks are not as safe as once thought and parents should reconsider planning family outings to the parks. Since the reports went nationwide, all FIVE BANNERS parks have seen a decline in attendance.

The CEO of FIVE BANNERS (judge) has asked your team to create a promotional plan for the parks that will communicate the safety of the parks. The CEO (judge) wants the public to feel confident in FIVE BANNERS and include the park in vacation planning.

The marketing communications promotional plan must contain the following:

- Target market
- Communications channels to reach target market
- Slogan
- Brand promise

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

JUDGE'S INSTRUCTIONS

You are to assume the role of CEO of FIVE BANNERS AMUSEMENT PARK, a corporation that manages 15 amusement park properties across the country. You have asked a team of marketing specialists (participant team) to create a new marketing communications promotional campaign that will calm the public's fears after three injuries at FIVE BANNERS parks.

FIVE BANNERS has been a household name for over forty years. The 15 amusement parks managed by FIVE BANNERS all are theme parks with thrill rides, attached water parks and plenty of games, restaurants and souvenir shops. The parks rank 4th in attendance and 3rd in customer service.

In the last four months, there have been three reported injuries at different FIVE BANNERS parks. In one incident, an older ride in the park malfunctioned, causing a broken leg. The victim was a teenaged boy and he has fully recuperated. FIVE BANNERS paid his medical bills and has since closed the ride. The ride will be removed from the park during the off-season and will be replaced by something new. This accident resulted in all FIVE BANNERS parks closing for three days while each ride was thoroughly inspected.

The other two incidents resulting in injuries at FIVE BANNERS parks were due to customers not following printed rules and expectations. One customer did not keep her hands inside the ride and it resulted in a laceration. The other involved a customer running in the water park, slipping, falling and resulting in a concussion. Both injuries were treated onsite by FIVE BANNERS medical staff and the injured parties did not seek outside medical treatment.

Reports of the three injuries have been nationwide. Social media, newspapers, even a parenting magazine reported that FIVE BANNERS parks are not as safe as once thought and parents should reconsider planning family outings to the parks. Since the reports went nationwide, all FIVE BANNERS parks have seen a decline in attendance.

You have asked the marketing specialists (participant team) to create a promotional plan for the parks that will communicate the safety of the parks. You want the public to feel confident in FIVE BANNERS and include the park in vacation planning.

The marketing communications promotional plan must contain the following:

- Target market
- Communications channels to reach target market
- Slogan
- Brand promise

The marketing specialists (participant team) will present the marketing communications promotional plan to you in a meeting to take place in your office. You will begin the meeting by greeting the marketing specialists (participant team) and asking to hear about their ideas.

After the marketing specialists (participant team) have presented the marketing communications promotional plan you are to ask the following questions of each participant team:

1. Should the promotional campaign be more heavily saturated surrounding the parks where the injuries occurred?
2. Other than sales, how can we monitor public perception of our brand?
3. Since we have 15 locations all over the country, who would be our biggest competitor?

Once the marketing specialists (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.



**MARKETING COMMUNICATIONS TEAM
DECISION MAKING, 2015**

**JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015**

**INSTRUCTIONAL AREA
Promotion**

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the types of promotion?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of a promotional plan?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify company's brand promise?	0-1-2-3	4-5-6	7-8	9-10	
6.	Discuss the nature of customer relationship management?	0-1-2-3	4-5-6	7-8	9-10	
7.	Describe factors used by businesses to position corporate brands?	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						