



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

INTERNATIONAL MARKETING

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



CASE STUDY EVENTS | TEAMS

JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

EVENT OVERVIEW

- The event you have agreed to judge includes one case study situation.
- You have been assigned to judge the case study in one section of this event.
- In your section, you will judge 10-15 participant teams, who are only competing against each other in the preliminary competition. The top performing teams from each section will advance to final competition.
- Each team will have 1 hour to analyze the situation, come up with recommendations, and develop a presentation. Participant teams will then meet with you for a 15-minute presentation.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participants must accomplish during their presentation. The participants are given an additional four performance indicators that are based on 21st Century Skills. As a judge, you will evaluate each participant team's presentation according to these specific performance indicators, 21st Century Skills, and ability to answer questions..

YOUR ROLE AS A JUDGE

- Carefully review the case study and evaluation form, understanding your characterization as a judge. At this time you may want to develop questions to ask each team. When it is time for you to begin seeing the participants, they will be brought to your judging table one team at a time.
- When a participant team is brought to your judging table, the 15-minute presentation time will begin immediately after introductions.
- Following the participant team's presentation of their solution to the case study, you may ask clarifying questions related to their presentation. If you developed general questions based on the case study, please ask these same questions to all participant teams for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. Participants are permitted to use reference materials and visual aids.
- Close the interaction with the participant team by thanking them for their work. Please do not provide any feedback to the participant.
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participant teams throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



2 PARTICIPANTS



1 CASE STUDY



PRESENTATION TIME

Thank you for volunteering to evaluate our emerging leaders and entrepreneurs.



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Channel Management

INTERNATIONAL MARKETING

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. Explain marketing and its importance in a global economy.
2. Select channels of distribution.
3. Develop new channels for products/services.
4. Coordinate channel management with other marketing activities.
5. Assess distribution channels.



CASE STUDY SITUATION

You are co-chief marketing officers of WORLDWIDE CEREAL CORPORATION (WCC). WCC markets breakfast cereals in more than 130 countries, except for the United States and Canada. WCC, headquartered in Zurich, Switzerland is the clear No. 2 in the world market for breakfast cereals, but there is tough competition, primarily with the Kellogg Company, which is the world market leader. WCP has, however, recently been able to beat Kellogg for market share in some minor international markets (e.g. Poland, Turkey, and South East Asia).

You have been asked to present the long-term global strategy for WCP to the corporation's board of directors next week. Prior to the board presentation, you have scheduled a meeting with the CEO (judge) to discuss some of your thoughts and ideas. As you review your research, you highlight the following industry facts:

- Sales of all breakfast cereals over the last several years have been relatively stagnant
- The breakfast cereal industry had volume growth of 4% in 2012, driven primarily by the attempt to remake cereal's image with unusual flavorings and offerings.
 - Recent research has suggested, however, that consumers may be more overwhelmed than excited by the abundance of new product offerings.
- English speaking nations are the largest cereal markets. Sweden however has the highest per capital consumption in the world.
- Consumers' appetite for convenience and portability has made on-the-go substitutions such as breakfast bars a threat to the overall industry.
- Consumers' concern for healthier eating options has turned buyers away from cereals, which are high in carbohydrates and processed sugar.
- Manufacturers have, over the last five years, steadily decreased spending on marketing budgets.

You have also reviewed some important financial data and growth projections for WCP from the current budget year:

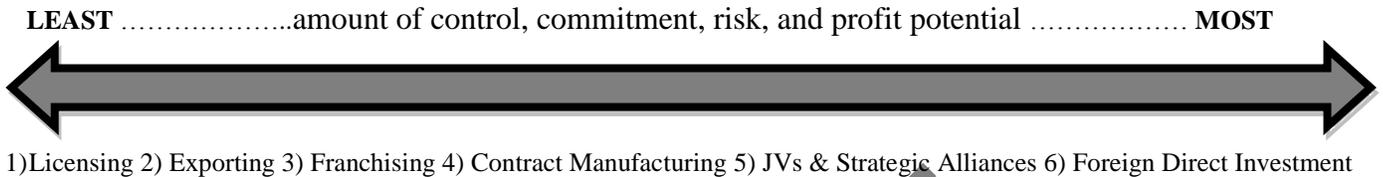
- Sales for 2013 totaled \$2.2 Billion, a 7% increase from 2012
 - Volume growth responsible for 4% of the 2013 increase
 - Price increases responsible for the remainder of 2013 sales growth
- Sales growth for 2014 budgeted at 12%
 - Volume growth responsible for 8% of the 2014 increase
 - Entrance into U.S. market a #1 priority

YOUR CHALLENGE

Meeting the growth projections for 2014 is going to be difficult. You have advocated for some time that it is important that WCP develop a strategy for capitalizing on the North American market. And while there are many considerations and decisions about global expansion that are important, the marketing and channel decisions will be critical to the strategy's success.

The board is looking for you to educate them about your global marketing strategy. In particular, you need to evaluate the distribution options for entering the U.S market. The board also expects you to make a recommendation about which of the strategies makes the most sense for WCP.

One of your research assistants has given you the following graphic on the six different strategies businesses use to compete in global markets. You have decided to use the graphic as the basis for your presentation.



Once you have explained the pros and cons of the six strategies and made your recommendation about which is best for WORLDWIDE CEREAL CORPORATION, you will also discuss your plans for coordinating the development of your channel partners with your other marketing activities.

SAMPLE



INTERNATIONAL MARKETING, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Channel Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain marketing and its importance in a global economy?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Select channels of distribution?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Develop new channels for products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Coordinate channel management with other marketing activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Assess distribution channels?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
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	
TOTAL SCORE						