



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

MARKETING MANAGEMENT

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 | INDIVIDUAL

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 participants, who are only competing against each other in the preliminary competition. The top performers from each section will advance to final competition.
- Each participant will have 30 minutes to analyze the situation, come up with recommendations, and develop a presentation. Participants 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 participant must accomplish during his/her 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'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 participant. When it is time for you to begin seeing the participants, they will be brought to your judging table one at a time.
- When a participant is brought to your judging table, the 15-minute presentation time will begin immediately after introductions.
- Following the participant's presentation of the solution to the case study, you may ask clarifying questions related to the presentation. If you developed general questions based on the case study, please ask these same questions to all participants 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 by thanking him/her for the 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 participants 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.



1 PARTICIPANT



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

Marketing-Information Management

MARKETING MANAGEMENT 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 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. Identify data monitored for marketing decision making.
2. Explain the role of ethics in marketing-information management function.
3. Analyze purchasing behavior.
4. Explain customer/client/business buying behavior.
5. Demonstrate connections between company actions and results.



CASE STUDY SITUATION

You are the marketing manager at EASYBUY.COM, the second largest online retailer in the country. EASYBUY.COM offers an extensive product line that includes books, music CDs, videotapes and DVDs, software, consumer electronics, kitchen items, tools, lawn and garden items, toys & games, baby products, apparel, sporting goods, gourmet food, jewelry, watches, health and personal-care items, beauty products, musical instruments, clothing, industrial & scientific supplies, and groceries.

In order for a purchase to be made on EASYBUY.COM, the customer must be an account holder. Accounts are free of charge, but customers are required to complete a questionnaire asking for brand preferences, provide personal information such as email address, phone number, and demographic information and customers are also encouraged to include EASYBUY.COM on personal social media. In return for completing the account information, customers are always given a flat \$2.99 shipping rate, regardless of items purchased.

While sales are steady, marketers are noticing that the online shopping carts on EASYBUY.COM are being abandoned before the purchase is made. For some reason, customers are choosing not to follow through with completing the sale and instead abandoned the merchandise in their carts. The rate of abandoned shopping carts has risen by 70% in the last three years. This marks a significant decrease in sales volume and missed income opportunity.

YOUR CHALLENGE

The CEO of EASYBUY.COM wants you to determine how to re-engage shoppers that abandoned their shopping carts before purchase and increase cart conversion. You are to include the following:

- Specific account information to be monitored
- Strategies to remarket merchandise to shoppers
- Channels used to communicate with shoppers
- Message content

You will present your strategies to the CEO in a meeting to take place in the CEO's office. The CEO may be accompanied by additional executives from the organization.



MARKETING MANAGEMENT, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Marketing-Information Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify data monitored for marketing decision making?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of ethics in marketing-information management function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Analyze purchasing behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Demonstrate connections between company actions and results?	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						