



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Emotional Intelligence

## **INTERNATIONAL MARKETING 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. Exhibit cultural sensitivity.
2. Enlist others in working toward a shared vision.
3. Recognize/Reward others for their efforts and contributions.
4. Foster positive working relationships.
5. Communicate core values or products/services.

## **CASE STUDY SITUATION**

You are the co-founders of a start-up company that produces NURA, an energy drink that is marketed as clean and healthy. Energy drinks sales have been on the rise, producing a 147% increase in sales in the last decade. NURA began producing its bottled beverages five years ago after securing an exclusive partnership with a supplier in Ecuador.

On the banks of the Achi Yaku River in Ecuador grows the guayusa plant, an indigenous plant only found in this location. The guayusa plant, when ingested, gives a natural energy boost to the body. After experimenting with different all-natural ingredients including the guayusa plant, you were able to produce an energy drink that is void of all caffeine and contains only five ingredients. Without caffeine, the product is able to be labeled “clean,” which is unique among energy drinks.

NURA was able to partner with local farmers that grow guayusa and sign an exclusive supplier agreement. NURA pays the local farmers 39 cents per pound for the guayusa plants which has generated income for nearly 3,000 indigenous farming families. NURA also employs 10 full-time Ecuadorian employees to oversee the management of the supply chain and transportation to bottling facilities in the United States.

Bottles of NURA are made in the United States and retail for \$2.99 for a 12-ounce bottle. Currently the bottles are available for purchase online, at one national organic grocery chain and at one national supermarket chain. While the product is not widely distributed, it did reach \$10 million in sales in 2015. It will still take some time for the company to be profitable.

The manager of operations in Ecuador has recently brought to your attention the displeasure of the local indigenous farming families supplying the guayusa plant. The farmers feel that they are being taken advantage of by only being paid 39 cents per pound for the one ingredient that sets your product apart from a saturated market of energy drinks.

The indigenous farming families perceive NURA as an expensive, American product. The farmers feel they are being left out of NURA’s success and do not feel appreciated. They feel that Nura is simply taking advantage of Ecuador’s natural resources and does not care about its people.

## **YOUR CHALLENGE**

As the co-founders and spokespeople for NURA, you must decide how to respond to your suppliers in Ecuador. It is true that without the guayusa plant, NURA would not be successful. You must determine what you can do to recognize the farming families and the natural resources that make NURA competitive and special, keeping in mind the limited budget of a start-up company that does not have widely distributed products.

You will be meeting with your manager of operations in Ecuador, who may be accompanied by additional employees.

You will receive 2-3 questions from the judge pertaining to the case situation.



**INTERNATIONAL MARKETING**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE EVALUATION FORM**  
2017-2018 Web Sample

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Emotional Intelligence

I.D. Number: \_\_\_\_\_

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Exhibit cultural sensitivity?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Enlist others in working toward a shared vision?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Recognize/Reward others for their efforts and contributions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Foster positive working relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Communicate core values or product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						