



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing

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 30 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. Describe marketing functions and related activities.
2. Discuss actions employees can take to achieve the company's desired results.
3. Demonstrate connections between company actions and results.
4. Communicate core values of product/service.
5. Explain communications channels used in public-relations activities.

CASE STUDY SITUATION

You are the director of marketing for SPECIAL, a company that manufactures and markets a variety of chocolate bars. The chocolate bars are available at retailers across the nation, but are considered premium and priced at \$4.49 per 4.25-ounce bar.

SPECIAL has been producing its premium chocolate bars for over a decade. The company began marketing the treat as a “SPECIAL delivery,” in a series of advertisements that have run on television and in magazines. The advertisements demonstrate SPECIAL chocolate bars as gifts to give to special people or even as a special gift to give to yourself. Even with the premium price tag, SPECIAL has been extremely profitable, especially during the holiday season.

In this country, October 28th is considered National Chocolate Day. The senior vice president of marketing at SPECIAL would like to take advantage of this little-known fun holiday and tie it in with SPECIAL event marketing. The senior vice president feels that over the two days of October 27th and October 28th, SPECIAL can distribute the product to potential customers in a nationwide public relations activity.

Using the “SPECIAL delivery” campaign slogan, teams of SPECIAL employees will be sent to 10 cities across the country to deliver SPECIAL chocolate bars to special people. Five deliveries will be made in each of the 10 cities on October 27th, and again on October 28th. The senior vice president would like the public’s help in nominating people in the 10 cities for SPECIAL deliveries. The senior vice president would also like SPECIAL executives to develop a list of people in prominent roles, positions or professions that SPECIAL can find in each city.

The senior vice president feels that this public relations event will have a meaningful impact on consumers and the general public.

YOUR CHALLENGE

The senior vice president needs your help in developing the specifics of the event marketing and in determining how to best use SPECIAL employees and the company to market the event. Specifically, the senior vice president would like you to:

- Determine how the public will submit SPECIAL delivery recipient nominees.
- Develop a list of five prominent roles, positions or professions that SPECIAL can target in each city for a SPECIAL delivery.
- Design methods to promote to the SPECIAL delivery events.

You will present your ideas to the senior vice president in a meeting to take place in the senior vice president’s office. The senior vice president may be accompanied by additional executives from the organization.

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



MARKETING MANAGEMENT

Participant: _____

JUDGE EVALUATION FORM

2017-2018 Web Sample

I.D. Number: _____

INSTRUCTIONAL AREA

Marketing

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Communicate core values of product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain communications channels used in public-relations activities?	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						