

EMERGING TECHNOLOGY MARKETING STRATEGIES

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The **Emerging Technology Marketing Strategies** event involves one or two students designing a marketing strategy for a product or service using emerging technology solutions. The students will then demonstrate and explain the marketing plan to the potential client.

The objective for the 2018-2019 year is to create a comprehensive emerging technology marketing strategy for a college bookstore. Emerging technology strategies include, but are not limited to, websites, mobile applications, social media outlets, animation, videos, and the like. The strategy should include a clearly integrated brand identity for the college bookstore.

The Emerging Technology Marketing Strategies event is not intended for design or creation of conceptual technologies; rather, it is designed to demonstrate accurate implementation of existing technologies.

Students will assume the role of agency owner of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.

MARKETING

EVENT OVERVIEW

Prior to the conference, the students will create mock ups of all components of the integrated marketing plan. The students must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. The marketing plan will be presented to a judge acting as the potential client. Presentations must be presented using software such as PowerPoint, Slide Share, Slide Rocket, etc. Internet service, if needed, is the responsibility of the student. The presentation is not intended to be a live software demonstration, rather to explain the functionality and implementation of the overall marketing plan.

The judge will be in the role specified by the students as a client or potential client who is looking for ways to create a clear brand identity for their college bookstore. At the beginning of the presentation the students will inform the judge as to their role.

There will be an evaluation of the presentation for a possible 100 points. Preliminary round competition will consist of an evaluation of the presentation to the judge. Students will be ranked by section and a predetermined number of students will be named finalists. Finalists will make a second presentation.

LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an emerging technology marketing strategy to the judge, the students will:

- Demonstrate knowledge of budgetary requirements used for development
- Collect information, obtaining facts and ideas about product(s) and/or service(s)
- Apply design principles to attract the potential customer
- Utilize mobile applications
- Utilize social media
- Use graphics and/or multimedia in a presentation
- Apply marketing principles
- Understand the concept of feature/benefit selling
- Demonstrate knowledge/ understanding of client/ customer needs
- Apply internet and mobile marketing concepts
- Explain the development and design process
- Use innovative technology
- Organize and deliver an effective presentation

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

GUIDELINES FOR THE PRESENTATION

- Students will have up to **20 minutes** to set up in the presentation area, make their presentation and answer questions from the judge(s).
- The students are to act as agency owners of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies. The students will walk the client or potential client (judge) through the comprehensive marketing plan.
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Only the students may handle and set up their materials. No outside assistance will be allowed.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

COPYRIGHT GUIDELINES

- For any registered logos, trademarks, names, text, etc. that were not the creation of the students, permission must be obtained (association and federal copyright laws apply). Students should assume that any work obtained from another source is copyrighted, even if it is not explicitly stated, unless they are told otherwise.
- Any violations of copyright, lack of source citation, or lack of permission to use material, may result in disqualification.
- Documentation of permission to use registered logos, trademarks and copyrighted materials must be submitted during the event briefing session. This documentation then will be given to judges prior to your presentation.



1-2 STUDENTS



PRESENTATION
TIME

PRESENTATION JUDGING

In the Emerging Technologies Marketing Strategies event, students assume the role of agency owner of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.

Prior to the conference, the students will create mock-ups of all components of the integrated marketing plan, which will be presented to you acting as the potential client. The students must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. As the focus of this event is to explain the functionality and implementation of the overall marketing plan, students are not required to present a “live” demonstration of the technology. Internet service, if used, is the responsibility of the students.

At the beginning of the presentation the students will inform you as to your exact role. The students will then walk you through the comprehensive marketing strategy.

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Students will be scheduled for presentations at 25-minute intervals.
- Students will have up to **20 minutes** to set-up, make the presentation and respond to any questions from you. This includes any introduction to inform you, as the judges, as to the exact role you are to play. The students will be presenting the comprehensive marketing strategies to you.
- Students have been instructed to provide documentation for permission to use any logos, trademarks, names, text, etc. that are not the creation of the students. Any such documentation will be given to you by the event managers before the students begin their presentation. (Not all students will necessarily need such documentation.) Any violations of copyright, lack of source citation, or lack of permission to use material may result in disqualification.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision will be made soon and the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **5 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- When scoring, the main question to ask yourself is “Based on my experience, would I hire this student/team to develop my organization’s marketing strategies using emerging technologies to sell product(s) and/or service(s)?”

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

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

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.



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PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Visual impression of the marketing materials—Consider: creativity, imagination, the use of graphics or media	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
2. Integration of strategy components	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
3. The value/benefit/price relationship featured by the emerging technology marketing strategies	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
4. The application of marketing principles through the emerging technologies	0-1-2	3-4-5	6-7-8	9-10	
5. Ability to sell the concepts to client/potential client	0-1-2	3-4-5	6-7-8	9-10	
6. The ability to relate technology used for development to the client	0-1-2	3-4-5	6-7-8	9-10	
7. Introduction: confidence, poise, assertiveness	0-1-2	3-4-5	6-7-8	9-10	
8. Ability to understand and communicate client/customer needs	0-1	2-3	4	5	
9. Summary and conclusion or presentation, opening for call-back, responding to questions	0-1	2-3	4	5	
10. Overall performance: appropriate appearance, presentation technique, etc.	0-1	2-3	4	5	

TOTAL POINTS (100)

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the student with the highest score for #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 2, 3, 4, 5, 6, 7, 8, 9, 10.

JUDGE _____