



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Marketing

AUTOMOTIVE SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge.)
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Describe marketing functions and related activities.
2. Explain factors that influence customer/client/business buying behavior.
3. Discuss actions employees can take to achieve the company's desired results.
4. Describe factors used by marketers to position products/services.
5. Identify a product's/service's competitive advantage.

EVENT SITUATION

You are to assume the role of marketing manager for SAPPHIRE MOTOR COMPANY, an automaker that manufactures five different models of vehicles. The director of marketing (judge) has asked you to determine how the company can best market the sale of off-lease crossover vehicles.

SAPPHIRE MOTOR COMPANY is a successful multinational automaker that produces luxury vehicles. The automaker has five models currently available: a sports car, a sedan, a crossover, a small SUV and a large SUV. Customers tend to be upper-middle class and upper class, as pricing for SAPPHIRE vehicles is higher than other automakers.

The crossover is the newest model, added to the lineup just three years ago. The crossover model is named *Moon* and features a unique classification. *Moon* is smaller than the SUV but larger than the sedan. The vehicles feature a hatchback design that resembles a station wagon. When it debuted in 2014, it was met with great success. At that time, car shoppers were not interested in SUVs and preferred the size and fuel economy of crossovers.

In 2014 and into 2015, SAPPHIRE leased over 30,000 *Moon* crossovers for as little as \$369/month. The leases made up over 75% of *Moon* sales. Now those SAPPHIRE *Moons* are coming off-lease. The good news is that vehicles are low mileage, relatively new and can be sold at a reasonable price, although, the bad news is that they are flooding the market. Dealers cannot keep up with the number of off-lease *Moons* at their dealerships. Another piece of bad news is that the lightly-used vehicles are entering a market that now favors SUVs, as gasoline prices have steadied.

The director of marketing (judge) has asked for your input on how SAPPHIRE can best market the sale of off-lease *Moons*. The director (judge) wants to know what features of the off-lease vehicles will attract buyers, how dealership employees can help in marketing the *Moons* and suggestions on how the off-lease *Moons* can best be positioned.

You will present your marketing recommendations to the director of marketing (judge) in a role-play to take place in the director's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your marketing recommendations and have answered the director's (judge's) questions, the director of marketing (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of director of marketing for SAPPHIRE MOTOR COMPANY, an automaker that manufactures five different models of vehicles. You have asked the marketing manager (participant) to determine how the company can best market the sale of off-lease crossover vehicles.

SAPPHIRE MOTOR COMPANY is a successful multinational automaker that produces luxury vehicles. The automaker has five models currently available: a sports car, a sedan, a crossover, a small SUV and a large SUV. Customers tend to be upper-middle class and upper class, as pricing for SAPPHIRE vehicles is higher than other automakers.

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that the lightly-used vehicles are entering a market that now favors SUVs, as gasoline prices have steadied.

You have asked for the marketing manager's (participant's) input on how SAPPHIRE can best market the sale of off-lease *Moons*. You want to know what features of the off-lease vehicles will attract buyers, how dealership employees can help in marketing the *Moons* and suggestions on how the off-lease *Moons* can best be positioned.

The participant will present marketing recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Do you think the off-lease *Moons* will attract loyal SAPPHIRE customers or new SAPPHIRE customers? Why?
2. Will our dealership employees need additional training for marketing the *Moons*?

Once the marketing manager (participant) has presented marketing recommendations and has answered your questions, you will conclude the role-play by thanking the marketing manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**AUTOMOTIVE SERVICES MARKETING
SERIES, 2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT #2**

**INSTRUCTIONAL AREA
Marketing**

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	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	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	
4.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify a product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						