



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning

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. Explain the nature of marketing planning.
2. Explain the nature of sales forecasts.
3. Explain the role of situation analysis in the marketing planning process.
4. Adjust prices to maximize profitability.
5. Identify the impact of product life cycles on marketing decisions.

CASE STUDY SITUATION

You are the director of distribution and the director of merchandising for WESTWARD ELECTRONICS, a manufacturer of televisions located in the United States. The company is quite small and only manufactures and markets four television products.

WESTWARD is not the first brand to come to mind when consumers want to purchase a television. Consumers tend to view Asian manufacturers of televisions and other electronics as higher quality than American brands. WESTWARD produces four different televisions, although none are smart televisions. This fact dissuades some shoppers from considering a Westward television, but others appreciate the cheaper prices.

The top selling WESTWARD product is the 40-inch LED 1080p HDTV. In the United States, this product is available at two different national retailers and is priced at \$229.99. The 40-inch television is the only WESTWARD product that is sold internationally, with distribution in several countries in Central America and South America.

WESTWARD has two retailers that sell the 40-inch television in Brazil. Both retailers have the largest number of stores in Rio de Janeiro, with a few other stores in other populous cities. WESTWARD prices the televisions in a range of R\$1722 – R\$1895 (approximately \$450.00 - \$500.00 U.S. Dollars) In the two years that WESTWARD has sold the 40-inch televisions in Brazil, 1,000 have been sold, in total, each year. Here is a breakdown of sales for 2017:

RETAILER 1: WESTWARD 40-inch television priced at R\$1722 Brazilian Real (approximately \$450.00 U.S. Dollars). The retailer has access to the 1,200 televisions from the WESTWARD distribution center in Rio de Janeiro, and sells an average of 600 WESTWARD televisions each year. Only 200 sold January through June, with the other 400 sold July through December. Over 200 televisions are sold during the holiday season.

RETAILER 2: WESTWARD 40-inch television priced at R\$1895 Brazilian Real (approximately \$500.00 U.S. Dollars). The retailer has access to the 1,200 televisions from the WESTWARD distribution center in Rio de Janeiro, and sells an average of 400 WESTWARD televisions each year. Only 100 sold January through June, with the other 300 sold July through December. Over 100 televisions are sold during the holiday season.

In May 2018, WESTWARD saw a significant increase in the number of its televisions being sold in Brazil. By the first week of June, the two Brazilian retailers had sold all 1,200 40-inch television sets available. Executives were quite shocked. Upon investigating the reason for the sudden popularity of WESTWARD televisions, it was discovered that the increase in sales was due to the 2018 World Cup beginning mid-June.

Brazil is the only host country to have a spot in the World Cup since the tournament's beginning in 1930. While Brazilians have a strong allegiance to the national team, they are still excited to watch all the teams play in the World Cup every four years.

Since WESTWARD only began selling televisions in Brazil two years ago, this is the first World Cup season they have experienced. WESTWARD was not ready for the spike in television sales

beginning in May and soaring into June. WESTWARD could have sold more televisions well into June if more inventory had been available.

YOUR CHALLENGE

The global vice president of WESTWARD wants you to develop effective marketing planning for selling WESTWARD televisions during the next World Cup in 2022. The global vice president wants you to use the current television information, since new models are yet unknown for 2022.

The vice president wants the outline to include the following:

- Inventory count for 2022, based on 2018 information
- Price adjustments to maximize profitability, based on 2018 information
- Methods to deal with overstock after World Cup 2022, based on 2018 information
- Other situations to include for analysis



INTERNATIONAL MARKETING, 2019

Participant: _____

JUDGE'S EVALUATION FORM

Sample Event

Participant: _____

INSTRUCTIONAL AREA

Market Planning

I.D. Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing planning?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of sales forecasts?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Adjust prices to maximize profitability?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify the impact of product life cycles on marketing decisions?	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						