



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Information Management

MARKETING COMMUNICATIONS 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. Discuss the nature of information management.
2. Assess information needs.
3. Explain ways that technology impacts marketing communications.
4. Use analytical tracking tools for marketing communications.
5. Discuss motivational theories that impact buying behaviors.

CASE STUDY SITUATION

You are the director of marketing and marketing specialist for JORDAN CANDLES, a retail chain specializing in scented candles and accessories. JORDAN CANDLES has been in business for over thirty years and was once the leader in the scented candle market. In the past five years, the retailer has been suffering from declining same-store-sales due to the addition of several competitors.

One marketing technique JORDAN CANDLES uses is email promotions. Customers that make a purchase in a JORDAN CANDLES store are asked to supply an email address. All online purchases require an email address. Once an email address is first added to the JORDAN CANDLES system, the recipient receives an email coupon for 25% off, good in stores or online. JORDAN CANDLES emails once a week after that, promoting new products and sales.

The company is able to analyze and track data from each purchase. Each purchase records merchandise, price, method of payment, debit/credit card information, email address, time of day, and coupons used.

Using tracking data, it was found that after the initial 25% off email coupon was used, the majority of shoppers only made one additional purchase in a year. Upon further review it was found that many credit cards and debit cards used for purchases had several email addresses linked to the cards. Customers were using several different email addresses to receive the initial 25% off email coupon.

It was determined that JORDAN CANDLES customers are motivated by email coupons to drive purchases.

YOUR CHALLENGE

The chief marketing officer wants you to determine how to motivate customers to make purchases throughout the year. Currently emails are sent once a week and the only email coupon is when an email is first provided. The chief marketing officer wants your input on changes and additions to made to the email marketing technique.

The chief marketing officer also wants you to determine what other information can be used from each in-store and online transaction to also use in email marketing that would motivate customers to make a purchase.

You will discuss your ideas with the chief marketing officer in a meeting to take place in the officer's office. Additional executives from the company may accompany the chief marketing officer.



MARKETING COMMUNICATIONS, 2019

Participant: _____

JUDGE'S EVALUATION FORM

Sample Event

Participant: _____

INSTRUCTIONAL AREA

Information Management

I.D. Number: _____

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Discuss the nature of information management? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 2. | Assess information needs? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 3. | Explain ways that technology impacts marketing communications? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 4. | Use analytical tracking tools for marketing communications? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 5. | Discuss motivational theories that impact buying behavior? | 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 | | | | | | |