



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. Explain the importance of company involvement in community activities.
2. Describe marketing functions and related activities.
3. Explain factors that influence customer/client/business buying behavior.
4. Demonstrate connections between company actions and results.
5. Motivate team members.

CASE STUDY SITUATION

You are the office manager at GOOSE CITY DENTAL GROUP, a dental office in a city of 200,000 people. There are five dental partners on staff at GOOSE CITY DENTAL GROUP, as well as five dental assistants and five hygienists. There are also four administrative staff that work with customer care, insurance, booking appointments, and other tasks.

GOOSE CITY DENTAL GROUP is the newest dental practice in the city. While the practice has had its fair share of customers in for urgent care services; most residents of the city already have a preferred dentist for regular cleanings and checkups and are not looking to switch.

In an attempt to market the business and foster a positive image within the community, one of the partners of GOOSE CITY DENTAL GROUP has proposed that the business participate in the city's annual 4th of July parade. The parade is from 9:00AM – 11:00AM on the 4th of July and runs through the center of the city. The parade features bands, cheerleaders, floats, antique cars, fire trucks, area civic organizations, clubs and businesses. The parade not only attracts residents of Goose City, but residents from the surrounding communities, as well.

YOUR CHALLENGE

The GOOSE CITY DENTAL GROUP partners have asked you to determine how the business should participate in the 4th of July parade. The partners want to ensure participation fosters a positive image of the company, resulting in new customers. You must explain why it is important for the new business to participate in community activities such as the 4th of July parade.

You must also determine promotional pieces/collateral materials that can be handed out to parade watchers that will feature the GOOSE CITY DENTAL GROUP logo.

The partners also need you to determine how to best motivate GOOSE CITY DENTAL GROUP employees to participate, given that the office is closed on the 4th of July and is considered a paid holiday.

You will present your ideas to one or more of the GOOSE CITY DENTAL GROUP partners.



MARKETING MANAGEMENT, 2019

Participant: _____

JUDGE'S EVALUATION FORM

Sample Event

I.D. Number: _____

INSTRUCTIONAL AREA

Marketing

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS						
1.	Explain the importance of company involvement in community activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe marketing functions and related activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Motivate team members?	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						