



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning

BUSINESSTO BUSINESS 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. Develop marketing plan.
2. Explain the concept of marketing strategies.
3. Monitor and evaluate performance of marketing plan.
4. Assign work to external partners.
5. Identify types of public-relations activities.

CASE STUDY SITUATION

You are the director of customer relations and the director of marketing for READ IT, the largest retailer of books and other media. READ IT opened its first book store in 1908 in New York City. That store remained in operation until 1988 when it moved to a larger storefront. Since that time, READ IT has grown to the largest physical book retailer in the nation, with over 700 locations.

READ IT expanded its inventory to include music, audio books, educational products, small gifts and DVDs. Each READ IT location also features a coffee shop offering beverages and baked goods, along with tables for customers to lounge or work. Throughout each READ IT location are couches, comfortable chairs and benches for customers to read or meet with friends.

The retailer's biggest competitor is not another physical bookstore, but the online retailer ALCOVE. ALCOVE began as an online bookseller, but quickly began selling thousands of other products at affordable prices with quick delivery. While READ IT is unable to compete with the annual sales of ALCOVE, it does offer something Alcové cannot, personal customer service, the ability to have customers physically touch products before purchasing and a charming atmosphere in which to shop.

To stay competitive, executives at READ IT know that it is extremely important to demonstrate the personal customer service aspect of the brand. Executives feel the best resource it has is the actual physical store locations where customers gather, whether to make purchases or to simply lounge or relax. Executives are looking into different public-relations activities the company can participate in to demonstrate customer service and community involvement. The executives feel partnering with local public libraries in the communities READ IT stores are located is best fit for the brand.

YOUR CHALLENGE

The senior vice president of READ IT wants your team to determine how each READ IT store location can partner with local public libraries in the community to demonstrate customer service and community involvement. The senior vice president wants your team to develop a marketing plan for the partnership between READ IT and local public libraries that each store can use as a guideline. The plan must include:

- In store strategies/activities to connect customers to the local public library
- In store strategies/activities to support the public library
- Ideas for public library to support READ IT
- Methods to monitor and evaluate the success of the activities

You will present your marketing plan to the senior vice president in a meeting to take place in the senior vice president's office. Additional staff from the company may accompany the senior vice president.



BUSINESS-TO-BUSINESS MARKETING, 2018

Participant: _____

JUDGE'S EVALUATION FORM

State/Provincial Event 2

I.D. Number: _____

INSTRUCTIONAL AREA:

Market Planning

Participant: _____

I.D. Number: _____

Did the participant:

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Develop marketing plan? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 2. | Explain the concept of marketing strategies? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 3. | Monitor and evaluate performance of marketing plan? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 4. | Assign work to external partners? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 5. | Identify types of public-relations activities? | 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 | | | | | | |