



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. Develop marketing plan.
2. Explain the concept of marketing strategies.
3. Develop customer profile.
4. Develop communications objectives.
5. Define brand strategy.

CASE STUDY SITUATION

You are the director of international sales and the director of brand management for EMERALD MOTORS, an automobile manufacturer in the United States. EMERALD MOTORS has been a mainstay in the American auto industry for over one hundred years.

EMERALD MOTORS manufactures many brands of vehicles and distributes them to dealerships across the nation and to many different countries. Despite being sold in over 30 countries, EMERALD's top sales are in the United States and Canada. American-made vehicles do not sell as well as Japanese-made vehicles in other parts of the world.

EMERALD MOTORS does have a small presence in the country of Saudi Arabia. The company has two automobiles that are exported to the country: the Emerald *Cruise*, a luxury four-door sedan and the EMERALD *Mini*, an economical coupe. In Saudi Arabia, it is customary for families to have two vehicles: one for the man of the household to drive and the other for the hired chauffeur to drive the woman of the household and the children. The EMERALD *Mini* is marketed as a vehicle for single men or as a first purchase for a son of driving age. The luxury four-door sedan is marketed as the vehicle for the family.

EMERALD MOTORS has seen such poor performance in Saudi Arabia, executives have talked about pulling operations out of the country.

The government has recently announced plans to allow women to drive. In June 2018, women will be able to apply for a driver's license. This means that a potential 9 million new drivers will be entering the market. This is an exciting opportunity for EMERALD MOTORS.

Research has shown that Saudi Arabian women favor SUVs. Coincidentally, EMERALD MOTORS' branded SUV, the EMERALD *Packer*, is the most popular brand among women in the United States and Canada. The vice president of international sales at EMERALD MOTORS feels that marketing the EMERALD *Packer* to Saudi Arabian women now could influence future purchases.

YOUR CHALLENGE

The vice president of international sales at EMERALD MOTORS wants you to develop a marketing plan that will introduce the EMERALD *Packer* to the new group of potential women drivers in Saudi Arabia. The marketing plan must include:

- Customer profile
- Marketing strategies targeting customer
- Communication objectives
- Brand strategies for EMERALD MOTORS and EMERALD *Packer*

You will meet with the vice president of international sales in his/her office. The vice president may be accompanied by additional company executives.

You will receive 2-3 questions from the judge pertaining to the case situation.



INTERNATIONAL 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.	Develop customer profile?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Define brand strategy?	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						