



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

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 new product launch plan.
2. Forecast changes in customer expectations.
3. Develop communications objectives.
4. Develop advertising plans to achieve the communications objectives.
5. Describe the use of business ethics in promotion.

CASE STUDY SITUATION

You are the director of marketing and the director of product development for ABUNDANCE, the most recognized website and online retailer in the world. ABUNDANCE has separate retail websites for a handful of countries aside from the United States and Canada. ABUNDANCE also produces a small variety of consumer electronics.

ABUNDANCE offers some of its international retail website shoppers the ability to purchase a membership to the company's *Elite* program. With a membership to ABUNDANCE *Elite*, members are able to stream many videos, shows and movies as well as access e-books, among other extra capabilities. The most prominent feature of ABUNDANCE *Elite* is the free 2-day shipping for all products sold by ABUNDANCE. The free 2-day shipping does not include merchandise sold by third-party sellers.

The latest consumer electronic product introduced by ABUNDANCE is the *Copy*. *Copy* is a smart speaker that connects to a voice-controlled device that is capable of voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, playing audiobooks, providing weather/ news updates and much more. *Copy* can connect with other smart devices within a household and control their features.

While *Copy* is certainly not the first smart speaker on the market, it is favored by many American households for the simplicity in ordering products from ABUNDANCE *Elite*. A simple one-step command will result in a needed product being delivered to the door in two days.

Executives at ABUNDANCE feel that *Copy* is now ready to be marketed to different nations that have ABUNDANCE retail websites. The newest member of the ABUNDANCE family is Australia. While Australians have had access to the American version of ABUNDANCE for many years, ABUNDANCE launched the Australia-specific version of ABUNDANCE in December 2017.

ABUNDANCE Australia's launch was met with mediocre success. Rather than the millions of products available on the American site, ABUNDANCE Australia has a modest number of products with a larger collection of independent third-party retailers. Australians were disappointed with the available merchandise. ABUNDANCE *Elite* has not yet launched in Australia and has no set launch date planned. Shoppers are forced to wait several days for delivery, instead of enjoying free 2-day shipping that comes with the membership.

Overall, with the Australian ABUNDANCE being so new, it does not have the penetration or market share that it does in the United States.

YOUR CHALLENGE

Research has shown no evidence that Australians care or are excited about ABUNDANCE *Copy*. The research demonstrated that the utility of the product is not yet evident and many feel the usefulness depends on the connected technology within the household. Without the capabilities of ABUNDANCE *Elite* membership, many Australians feel that *Copy* is not a better smart speaker than the other brands on the market.

The senior vice president wants your team to develop the launch of the ABUNDANCE *Copy* to the Australian market. The senior vice president wants your team to develop communications objectives and advertising plans that will successfully launch the ABUNDANCE *Copy* and increase profitability.

It is important to remember in your plans that there are no set dates for ABUNDANCE *Elite* to be offered to Australian customers, although that may change in future.



INTERNATIONAL MARKETING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Final

Participant: _____

INSTRUCTIONAL AREA
Promotion

I.D. Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop new product launch plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Forecast changes in customer expectations?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Develop communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop advertising plans to achieve communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Describe the use of business ethics in promotion?	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						