



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Product/Service Management

## **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. Define brand strategy.
2. Develop strategies to position products/services.
3. Describe the role of customer voice in branding.
4. Communicate core values of product/service.
5. Participate in community outreach activities.

## **CASE STUDY SITUATION**

You are the director of marketing and the director of branding for FIT WOMAN, a successful chain of fitness centers that cater to female only clients. FIT WOMAN has over 1,000 locations in North America. The fitness centers offer female clients annual or month-by-month memberships. FIT WOMAN not only provides typical equipment found in gyms, but it also provides members with health information, recipes and a sense of community.

FIT WOMAN executives claim its success is due to its female only clientele. Many women feel uncomfortable exercising in the company of men, or feel men's fitness goals greatly differ from theirs. While FIT WOMAN does provide free weights, much of the space is used for cardiovascular equipment, strength training equipment and various group classes.

FIT WOMAN is now looking to expand to other countries. When researching which nations have the greatest need for physical fitness and the fewest number of fitness centers available, India topped the list.

After three decades of a strong economy, obesity has increased 2,500% since 1975. This has led to India's average life expectancy decreasing to only 68 years, which is the 125<sup>th</sup> lowest in the world by the World Health Organization. India has the world's third largest population of obese women. Gym memberships are only held by fewer than 1% of the population. India is extremely populous, but gyms are only located in large cities, making them inaccessible to much of the population.

Fitness centers in India are perceived to be for muscle men, those lifting weights and looking to bulk up. The conservative customs of Indian culture also make it extremely rare for women and men to workout together. Women in less populated areas are unfamiliar with the concept of fitness. Fitness is a brand-new concept.

## **YOUR CHALLENGE**

The senior vice president wants to open ten FIT WOMAN locations in India; five in large cities and five in smaller cities. The senior vice president of FIT WOMAN wants you to create a strategy for introducing the brand to Indian women. Your strategy must include initial groundwork to educate Indian women on the benefits of fitness and the unique offerings of FIT WOMAN.



**INTERNATIONAL MARKETING, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
ICDC Preliminary

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Product/Service Management

I.D. Number: \_\_\_\_\_

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Define brand strategy?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop strategies to position products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe the role of customer voice in branding?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Communicate core values of product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Participate in community outreach activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						