



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Product/Service Management

MARKETING COMMUNICATIONS 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 a creative concept.
2. Generate marketing communications ideas.
3. Develop social media plan.
4. Describe the role of customer voice in branding.
5. Develop strategies to position corporate brands.

CASE STUDY SITUATION

You are the director of marketing and director of brand management for VONA, a direct selling company featuring cosmetics and skincare products. VONA was introduced in 1890 and is well known as a multi-level marketing company.

When VONA was introduced, many women interested in makeup and skincare items were unsure or uncomfortable choosing the right products. VONA introduced the concept of door-to-door cosmetics and skincare sales targeting women. In the company's first sixty years, many women did not work outside of the home, so targeting them at home was extremely successful. The salesperson, a female, would enter the house and help the female customer choose the right colors and products.

Once more and more women began entering the workplace, the door-to-door sales began to decline and salespeople used catalogs to market to the clientele. Samples and demonstrations continued, but not at the same high rate. The company added small gifts, clothing and toys to the product mix to attract more sales, yet cosmetics and skincare products remained the focus.

In the current culture, women are now taking their makeup and skincare cues from social media, rather than from catalogs or door-to-door sellers. Many people have negative feelings about multi-level marketing companies and unfortunately carry those negative feelings to the VONA brand.

The latest market research has shown that the VONA corporate brand is most recognized by women age 55 and older. The brand recognition declines with age, with Generation Z having little to no recognition of the VONA brand.

YOUR CHALLENGE

The senior vice president wants your team to develop a marketing communications plan that will introduce and connect Generation Z to the VONA brand and remind older generations that VONA is a reputable brand. The senior vice president wants to ensure that your plan honors VONA's trailblazing past, yet welcomes the future.

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



MARKETING COMMUNICATIONS, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Final

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
PERFORMANCE INDICATORS						
1.	Develop a creative concept?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Generate marketing communications ideas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Develop social media plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe the role of customer voice in branding?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Develop strategies to position corporate brands?	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						