



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing-Information Management

MARKETING MANAGEMENT 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 30 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. Describe the need for marketing data.
2. Identify data monitored for marketing decision making.
3. Discuss the nature of sampling plans.
4. Determine attitudes and behaviors towards products and brands.
5. Describe the use of technology in the marketing-information management function.

CASE STUDY SITUATION

You are the director of marketing for GEM, one of the top discount retailers in North America. While GEM has less physical store locations and lower profits than the number one discount retailer, it makes up for it in higher rankings in customer service, social responsibility and product quality. GEM stores have traditional departments featured in discount retailers, such as apparel, accessories, shoes, toys and games, cosmetics, health and beauty, bedroom décor, bathroom décor, kitchen décor, housewares, office supplies, greeting cards, furnishings and décor, electronics, sports and many more.

GEM has a strong presence on most social media platforms as well as a website and a mobile app. GEM's mobile app allows shoppers to find exclusive discounts only for app users. Social media sites have multiple postings each day, showcasing products, company news, customer testimonials and features on top employees.

Last year, GEM introduced a new private label in its children's apparel department. The new private label, *Kit & Mack*, featured trendy, bright, colorful clothing for boys, girls and babies. The *Kit & Mack* products have a higher price point than the other clothing brands, but still remain lower than department stores. *Kit & Mack* outperformed forecasted sales, increasing kids' apparel sales by 50% in its first year.

The chief marketing officer at GEM is thrilled by the success of *Kit & Mack*. The new private label has completely refreshed product offerings and satisfied customers' desires. The chief marketing officer feels that the success of *Kit & Mack* demonstrates that a product refresh in other departments could very well yield the same results. The chief marketing officer needs your help in retrieving data from customers to determine which GEM department should be targeted next.

YOUR CHALLENGE

The chief marketing officer has asked you to create an outline for marketing research among GEM customers. The marketing research will be used to determine which GEM department should benefit from a new private label. The marketing research outline must include:

- Sampling plan (how many customers, how chosen)
- Channel(s) used to perform research
- Specific questions to be asked
- Duration of research period
- Incentives for customers to participate

You will present your marketing research outline to the chief marketing officer in a meeting to take place in the chief marketing officer's office. The officer may be accompanied by additional executives from the company.

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



MARKETING MANAGEMENT, 2018

Participant: _____

JUDGE'S EVALUATION FORM

State/Provincial Event 1

I.D. Number: _____

INSTRUCTIONAL AREA

Marketing-Information Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the need for marketing data?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify data monitored for marketing decision making?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Discuss the nature of sampling plans?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine attitudes and behaviors towards products and brands?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Describe the use of technology in the marketing-information management function?	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						