



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service 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. Determine services to provide customers.
2. Adapt product range to needs of targeted market segments.
3. Identify internal and external service standards.
4. Explain the role of customer service in positioning/image.
5. Develop strategies to position products/services.

CASE STUDY SITUATION

You are the owner of CARING HANDS, a childcare center that cares for children from newborn to age ten. CARING HANDS has over twenty-five employees that have all cleared background checks and have been trained and certified in CPF and first aid. All employees hold either a child development associates degree or are certificate holders. The childcare center is licensed and has a four-star rating on the national childcare center website.

Keeping children safe is the number one priority of CARING HANDS, but the center also has a focus on learning. Each age group has hands on learning time throughout the day to focus on educational and development opportunities. Babies are given tummy time to strengthen core muscles and given plenty of stimulating, age appropriate toys. Toddlers are aided in potty training and feeding skills and are offered time outdoors to explore and play. Three and four year olds' learning times include lessons on numbers and the alphabet and developing artistic skills. All of the children participate in music time, singing songs and playing with instruments.

Each child has different needs and is at a different developmental stage. CARING HANDS prides itself on catering to each individual child and communicating with parents on the day's activities and the child's strengths and items that need more attention. Communication is written, with each parent given a document upon child pick-up that lists the days' happenings including activities, meals, behavior topics and achievements.

You feel that communication with parents could be optimized with the use of a mobile app. You have been in contact with a mobile app developer and will be meeting with the developer to discuss a CARING HANDS mobile app.

YOUR CHALLENGE

You will be meeting with the mobile app developer to discuss the services you would like provided. The developer has asked you to discuss the following during the meeting:

- Specific services the mobile app will provide to parents/staff
- Methods parents/staff can interact with the app
- How the app will strengthen customer service
- Overall effect of the app on positioning/image
- How CARING HANDS will use the app in future marketing

You will present your discussion points to the mobile app developer in a meeting to take place in the mobile app developer's office. The developer may be accompanied by additional employees 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 2

I.D. Number: _____

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Determine services to provide customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Adapt product range to needs of targeted market segments?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify internal and external service standards?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the role of customer service in positioning/image?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Develop strategies to position products/services?	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						