



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning

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. Analyze product needs and opportunities.
2. Develop a marketing plan.
3. Identify marketing segments.
4. Explain the concept of marketing strategies.
5. Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are the general manager at MASTERPIECE, an independently owned paint and sip studio. MASTERPIECE offers the public painting classes, aimed at novice painters, and encourages attendees to bring in their own wine and snacks to enjoy during the two-hour class.

MASTERPIECE operates in a strip mall, located in a city of 200,000 people. The studio can accommodate up to thirty students per class. There is one class held each weekday evening and three classes held on both Saturday and Sunday. The cost is \$50.00 per person, per class. This fee includes step-by-step instruction from a trained professional, all supplies and the finished product to take home at the end of the two-hour class.

Each month, MASTERPIECE puts a monthly calendar online for potential customers to view the featured paintings. The business also welcomes private parties and will work with organizers to determine the painting preference for the event. Private parties require a minimum fifteen people.

The first two years of business were extremely successful for MASTERPIECE, as the community welcomed this new and innovative business. There were waiting lists for full classes and private parties were booked months in advance. The holidays continue to be profitable for MASTERPIECE; many local businesses and civic groups hold holiday parties or end of the year parties there.

This summer, MASTERPIECE began offering paintings designed specifically for children during the morning hours. This created an exciting activity for parents or caregivers to experience with their children during summer vacation. No alcohol is allowed on the premises during the classes marketed toward children. The price for a children's painting experience is \$25.00 per person.

Class size at MASTERPIECE has been declining for the last several months at both regular classes and children's classes. It seems that even the customers that love MASTERPIECE have a saturation point. Once a customer has painted two or three paintings, there is no need to acquire more artwork. While the experience is positive and reviews are outstanding, it is difficult for customers to justify more than two or three pieces of homemade paintings. Also, MASTERPIECE's customers are predominately women. Over 80% of clientele are female.

YOUR CHALLENGE

The owner of MASTERPIECE feels that adding new products or services will encourage both new customers to take a class and encourage loyal customers to once again attend. Additionally, the owner of MASTERPIECE would like the new product or service to widen their predominately female clientele. The owner would like you to determine the following:

- A new product/service the business could offer
- The market segment the new product/service would target
- Develop a marketing plan to introduce the new product/service
- Marketing strategies to encourage the market segment to attend

You will present your ideas to the owner in a meeting to take place in the owner's office.



MARKETING MANAGEMENT, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Final

I.D. Number: _____

INSTRUCTIONAL AREA
Market Planning

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Analyze product needs and opportunities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop a marketing plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify market segments?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain factors that influence customer/client/business buying behavior?	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						