



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Promotion

## **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. Identify types of public relations activities.
2. Explain communications channels used in public relations activities.
3. Plan special events.
4. Determine services to provide customers.
5. Discuss motivational theories that impact buying behavior.

## **CASE STUDY SITUATION**

You are the director of marketing for OAKWOOD MALL, a large traditional shopping mall with close to 300 retailers. The mall was built in the 1970s and was once the largest mall in the nation. The mall is still one of the largest, but the number of shoppers has declined since its height of popularity in the 1980s.

Retailers across the nation have seen a decline in sales over the last several years. Physical store locations have seen fewer shoppers as online sales have increased. With expedited free shipping and no-hassle returns, it is much easier and more convenient now for shoppers to buy online rather than visit physical stores.

Black Friday is typically the one shopping day each year that store locations demonstrate above-average sales. Retailers offer specialty in-store promotions to entice shoppers to physical store locations with the hope that once inside, shoppers will make additional purchases.

OAKWOOD MALL decorates public areas with holiday decorations in anticipation of Black Friday. An area in front of one of the anchor stores is the designated Santa House, which has a Santa on-duty during business hours to greet young children and pose for photographs. The mall also has a grand piano near the food court with a pianist playing traditional holiday music. In addition, most retailers also add their own holiday décor.

Black Friday 2017 was the weakest turnout for OAKWOOD MALL in the mall's history. Retailers were not happy with sales or the amount of foot traffic in stores. Additionally, many salespeople had their shifts cut after the morning rush of shoppers. The mall did see a significant number of shoppers at 8:00AM when many stores offered early promotions, but by 11:00AM mall traffic was no more significant than a regular Friday at 11:00AM.

## **YOUR CHALLENGE**

The general manager of OAKWOOD MALL is concerned about the decline in Black Friday shoppers at the mall. The general manager is worried that retailers may not want to renew leases if low foot traffic on Black Friday becomes a trend. The general manager has asked you to plan special events for Black Friday 2018 that will bring more shoppers into OAKWOOD MALL throughout the day. The special events and services should not be affiliated with mall retailers, but instead provided by OAKWOOD MALL as public relations activities.

The general manager wants you to determine:

- Special events that will occur throughout the day on Black Friday 2018
- Services to provide customers with
- How the special events will impact buying behavior
- Methods to communicate the special events to shoppers

You will present your Black Friday 2018 ideas to the general manager in a meeting to take place in the general manager's office. The general manager may be accompanied by additional executives from the mall.



**MARKETING MANAGEMENT, 2018**

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

**JUDGE'S EVALUATION FORM**  
ICDC Preliminary

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

**INSTRUCTIONAL AREA**  
Promotion

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Identify types of public relations activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain communications channels used in public relations activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Plan special events?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine service to provide customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Discuss motivational theories that impact buying behavior?	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>						