



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Economics

INTERNATIONAL MARKETING 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

- Identify industry/economic trends that will impact business actions.
- Explain the impact of major trade alliances on business activities.
- Explain the concept of competition.
- Determine factors affecting business risk.
- Discuss the measure of consumer spending as an economic indicator.

CASE STUDY SITUATION

You are the director of global operations and the senior vice president at PRICE-CO, a chain of membership-only retail warehouse clubs. PRICE-CO offers its members value pricing on bulk items. The retailer offers a variety of food, housewares, grocery staples, clothing, toys & games, books, seasonal items, and much more. JAN'S CLUB, another membership-only retail warehouse club is PRICE-CO's biggest competitor.

The CEO of PRICE-CO wants to open its first store location in China. The store will be located in a suburban district of Shanghai, with a population of two million people. The neighborhood is considered affluent middle class, a market that is growing substantially each year. Consumer spending has grown significantly year after year.

While the location sounds ideal, there are a number of factors that worry PRICE-CO executives. Several other international food retailers have failed in China. A French supermarket giant and a German wholesaler pulled out of the Chinese market this past year. The companies did not understand consumer habits and tastes.

Failed international companies have also blamed the strong competition from local Chinese companies as a reason for their demise. The tried and true Chinese companies have large followings of loyal customers.

JAN'S CLUB has done quite well in China, particularly in Shanghai. The CEO of PRICE-CO feels that JAN'S CLUB success should not be seen as a risk, but as a marker that the Chinese people are already familiar with membership-only warehouse clubs and are becoming members.

YOUR CHALLENGE

The CEO wants you to analyze the following information and discuss how each will either negatively and/or positively affect PRICE-CO success in Shanghai. The CEO then wants you to make a final recommendation regarding the first PRICE-CO store in China.

- Trade wars/Tariffs
- Competition from Chinese businesses
- Competition from other international businesses
- Competition from JAN'S CLUB
- The affluent middle-class market segment
- Industry trends
- Economic trends

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**INTERNATIONAL MARKETING
2020**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Economics

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify industry/economic trends that will impact business activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the impact of major trade alliances on business activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the concept of competition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine factors affecting business risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Discuss the measure of consumer spending as an economic indicator?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						