



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

AUTOMOTIVE SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature and scope of the product/service management function.
- Explain the nature of corporate branding.
- Describe factors used by businesses to position corporate brands.
- Explain the importance of company involvement in community activities.
- Identify types of public-relations activities.

EVENT SITUATION

You are to assume the role of marketing director for ON YOUR WAY AUTO PARTS, an automotive parts store with three locations. The owner of the business (judge) has asked you to determine how the stores can partner with local high schools to demonstrate social responsibility and receive a positive brand reputation.

ON YOUR WAY AUTO PARTS has three locations. Each location is in a small community with its own high school. For over 35 years, ON YOUR WAY AUTO PARTS has been the only auto parts retailer in each of the three small communities. Two months ago, a national auto parts chain opened one location in between two of the ON YOUR WAY AUTO PARTS locations.

In an effort to demonstrate social responsibility, the owner of ON YOUR WAY AUTO PARTS (judge) wants to partner with the local high schools in each of the three cities the stores are located. The owner (judge) feels that partnering with the high school will communicate to the communities that ON YOUR WAY AUTO PARTS is a more positive brand in the community than the national chain.

The owner (judge) has asked you to determine how each of the ON YOUR WAY AUTO PARTS stores can partner with area high schools. The owner (judge) wants you to specifically determine:

- What services or types of education can ON YOUR WAY AUTO PARTS provide to area high school students?
- How can ON YOUR WAY AUTO PARTS employees engage with students at the high schools?
- How can ON YOUR WAY AUTO PARTS employees engage with students at store locations?
- How will your suggested activities lead to a positive brand reputation?

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the owner of ON YOUR WAY AUTO PARTS, an automotive parts store with three locations. You have asked the marketing director (participant) to determine how the stores can partner with local high schools to demonstrate social responsibility and receive a positive brand reputation.

ON YOUR WAY AUTO PARTS has three locations. Each location is in a small community with its own high school. For over 35 years, ON YOUR WAY AUTO PARTS has been the only auto parts retailer in each of the three small communities. Two months ago, a national auto parts chain opened one location in between two of the ON YOUR WAY AUTO PARTS locations.

In an effort to demonstrate social responsibility, you want to partner with the local high schools in each of the three cities the stores are located. You feel that partnering with the high school will communicate to the communities that ON YOUR WAY AUTO PARTS is a more positive brand in the community than the national chain.

You have asked the marketing director (participant) to determine how each of the ON YOUR WAY AUTO PARTS stores can partner with area high schools. You want the marketing director (participant) to specifically determine:

- What services or types of education can ON YOUR WAY AUTO PARTS provide to area high school students?
- How can ON YOUR WAY AUTO PARTS employees engage with students at the high schools?
- How can ON YOUR WAY AUTO PARTS employees engage with students at store locations?
- How will your suggested activities lead to a positive brand reputation?

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Why is social responsibility important to businesses?
2. Why are high school students a good market to target in our social responsibility program?

Once the marketing director (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing director (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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.



**AUTOMOTIVE SERVICES MARKETING SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of corporate branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe factors used by businesses to position corporate brands?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the importance of company involvement in community activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify types of public-relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						