



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Product/Service Management

MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature and scope of the product/service management function.
- Generate product ideas.
- Explain the concept of product mix.
- Describe factors used by marketers to position products/services.
- Describe the role of customer voice in branding.
- Explain key factors in building a clientele.
- Explain the role of customer service as a component of selling relationships.

CASE STUDY SITUATION

You are to assume the roles of the general manager and the assistant manager at KEYS & STRINGS, a local business that provides private string instrument and piano lessons along with various instructional books and sheet music. The owner of the business (judge) has asked you to identify additional products and/or services the business can offer that would build clientele and demonstrate how to effectively market the new offerings.

KEYS & STRINGS employs four employees that are talented in both string instruments and the piano. Clients pay a monthly fee for weekly 30-minute lessons. The business has attracted many customers, both young and old, beginners and advanced players, that benefit from the private lessons.

The owner of the business (judge) wants to build the clientele to include more than string instrument and piano players, but is unsure how to accomplish it. The owner (judge) is not able to hire additional employees that can offer lessons in other instruments, so needs ideas on other types of products and/or services KEYS & STRINGS can offer to attract additional clientele.

The owner (judge) has asked you to identify additional products and/or services that KEYS & STRINGS can offer that will build additional clientele. In addition, the owner (judge) wants you to determine how to market the new products and/or services using customer voice and effective positioning.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

1. Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen career area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.
2. Participants will have a 30-minute preparation period and may make notes to use during the role-play.
3. During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.
4. During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

JUDGE CHARACTERIZATION

You are to assume the role of the owner of KEYS & STRINGS, a local business that provides private string instrument and piano lessons along with various instructional books and sheet music. You have asked the general manager and the assistant manager (participant team) to identify additional products and/or services the business can offer that would build clientele and demonstrate how to effectively market the new offerings.

KEYS & STRINGS employs four employees that are talented in both string instruments and the piano. Clients pay a monthly fee for weekly 30-minute lessons. The business has attracted many customers, both young and old, beginners and advanced players, that benefit from the private lessons.

You want to build the clientele to include more than string instrument and piano players, but are unsure how to accomplish it. You are not able to hire additional employees that can offer lessons in other instruments, so need ideas on other types of products and/or services KEYS & STRINGS can offer to attract additional clientele.

You have asked the general manager and the assistant manager (participant team) to identify additional products and/or services that KEYS & STRINGS can offer that will build additional clientele. In addition, you want the general manager and the assistant manager (participant team) to determine how to market the new products and/or services using customer voice and effective positioning.

The participant team 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 team and asking to hear about their ideas.

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

1. How can we measure if your plans are effective?
2. What effect will your plans have on our current clients?

3. What effect will your plans have on our current staff?

Once the general manager and the assistant manager (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the general manager and the assistant manager (participant team) for the work.

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

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	In any category, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.
Meets Expectations	Information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined score of 70 or better will earn the participant team DECA's Certificate of Excellence at ICDC.
Below Expectations	Information presented does not meet minimum standards of acceptability.
Little/No Value	Either some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).



MARKETING MANAGEMENT TEAM DECISION MAKING 2020

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

ID Number: _____

Did the participant team:		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	
2.	Generate product ideas?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
5.	Describe the role of customer voice in branding?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						