



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Promotion

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 role of promotion as a marketing function.
- Identify types of public-relations activities.
- Participate in community outreach activities.
- Describe factors used by businesses to position corporate brands.
- Build and maintain relationships with customers.

EVENT SITUATION

You are to assume the role of the director of marketing for CRAYTON MOTORS, an American manufacturer and marketer of automobiles. The senior vice president (judge) wants you to determine how local dealerships can best celebrate and commemorate the company's centennial anniversary.

CRAYTON MOTORS began with one model of automobile in 1922. Since that time, the company has grown to include a variety of coupes, sedans, sports utility vehicles and trucks. While CRAYTON MOTORS is not the best selling model of vehicles, it is the most recognized name in the industry.

In 2022, CRAYTON MOTORS will celebrate its 100th anniversary. To commemorate the centennial, all 2022 CRAYTON vehicle models will feature a 100th anniversary emblem on the front and rear of the vehicles.

The senior vice president (judge) wants all CRAYTON MOTORS dealerships across the nation to participate in a 100th anniversary celebration on Saturday, October 1, 2022. The senior vice president (judge) wants you plan an outline of the centennial celebration to include public relations promotions that will bring members of communities to the dealerships to celebrate, even if not in the market for a vehicle. The senior vice president (judge) wants the centennial celebrations to build the CRAYTON MOTORS brand.

You will present your promotional ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the senior vice president's (judge's) questions, the senior vice president (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. Participant Instructions, 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 senior vice president of CRAYTON MOTORS, an American manufacturer and marketer of automobiles. You want the director of marketing (participant) to determine how local dealerships can best celebrate and commemorate the company's centennial anniversary.

CRAYTON MOTORS began with one model of automobile in 1922. Since that time, the company has grown to include a variety of coupes, sedans, sports utility vehicles and trucks. While CRAYTON MOTORS is not the best selling model of vehicles, it is the most recognized name in the industry.

In 2022, CRAYTON MOTORS will celebrate its 100th anniversary. To commemorate the centennial, all 2022 CRAYTON vehicle models will feature a 100th anniversary emblem on the front and rear of the vehicles.

You want all CRAYTON MOTORS dealerships across the nation to participate in a 100th anniversary celebration on Saturday, October 1, 2022. You want the director of marketing (participant) to plan an outline of the centennial celebration to include public relations promotions that will bring members of communities to the dealerships to celebrate, even if not in the market for a vehicle. You want the centennial celebrations to build the CRAYTON MOTORS brand.

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. Explain why CRAYTON MOTORS corporate should pay for all the celebrations or why the local dealerships should pay for their own celebrations.
2. How could inviting the community to a celebration lead to future car sales?
3. How might CRAYTON MOTORS use these events to demonstrate their support of local communities and build their standing as a socially responsible brand?

Once the director of marketing (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing (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
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1 - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify types of public-relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Participate in community outreach activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe factors used by businesses to position corporate brands?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build and maintain relationships with customers?	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						