



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Promotion

**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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any 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 role of promotion as a marketing function.
- Explain types of advertising media.
- Explain the components of advertisements.
- Identify communications channels used in sales promotion.
- Explain the concept of marketing strategies.
- Explain factors that influence customer/client/business buying behavior.
- Reinforce service orientation through communication.

CASE STUDY SITUATION

You are to assume the roles of the marketing manager and the office manager at VISION EXPERTS, an optometrist office. The managing partner (judge) wants you to create advertisements that will encourage 18-25 year olds to make appointments to have their eyes checked.

VISION EXPERTS has two optometrists; independent primary health care professionals for the eyes. The optometrists do not perform surgeries, but do examine, diagnose, treat and manage conditions affecting the eyes. VISION EXPERTS also sells glasses and contact lenses. The clinic charges \$89.99 for a 30-minute exam, but is now offering new customers a promotional price of \$49.99.

While VISION EXPERTS sees a wide variety of clients, the 18-25-year old demographic tends to not routinely schedule eye check-ups, even though they do periodically visit dentists and doctors for routine check-ups. This trend is not only at VISION EXPERTS, but is seen throughout the nation.

The managing partner of VISION EXPERTS (judge) wants you to create two advertisements that will encourage 18-25-year olds to make appointments to have their eyes checked at VISION EXPERTS. One of the advertisements should use traditional advertising media and the other should use nontraditional advertising media. You must explain each advertisement and discuss how it will effectively market to the demographic and promote VISION EXPERTS.

You will present the advertisements to the managing partner (judge) in a meeting to take place in the partner's (judge's) office. The managing partner (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the managing partner's (judge's) questions, the managing partner (judge) will conclude the meeting 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. Case Study Situation
3. Judge 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the managing partner at VISION EXPERTS, an optometrist office. You want the marketing manager and the office manager (participant team) to create advertisements that will encourage 18-25 year olds to make appointments to have their eyes checked.

VISION EXPERTS has two optometrists; independent primary health care professionals for the eyes. The optometrists do not perform surgeries, but do examine, diagnose, treat and manage conditions affecting the eyes. VISION EXPERTS also sells glasses and contact lenses. The clinic charges \$89.99 for a 30-minute exam, but is now offering new customers a promotional price of \$49.99.

While VISION EXPERTS sees a wide variety of clients, the 18-25-year old demographic tends to not routinely schedule eye check-ups, even though they do periodically visit dentists and doctors for routine check-ups. This trend is not only at VISION EXPERTS, but is seen throughout the nation.

You want the marketing manager and the office manager (participant team) to create two advertisements that will encourage 18-25-year olds to make appointments to have their eyes checked at VISION EXPERTS. One of the advertisements should use traditional advertising media and the other should use nontraditional advertising media. The marketing manager and the office manager (participant team) must explain each advertisement and discuss how it will effectively market to the demographic and promote VISION EXPERTS.

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 participants 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 team:

1. How could we target the parents of 18-25-year olds?
2. Why should we or shouldn't we target the parents of 18-25-year olds?

Once the marketing manager and the office manager (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the marketing manager and the office 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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**MARKETING MANAGEMENT TEAM DECISION MAKING
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Promotion

Participant: _____

ID Number: _____

Did the participant team:

		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	
2.	Explain types of advertising media?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the components of advertisements?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
7.	Reinforce service orientation through communication?	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						