



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Market Planning

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

- Evaluate market opportunities.
- Explain the nature of marketing planning.
- Identify considerations in implementing global marketing strategies.
- Explain the role of situation analysis in the marketing planning process.
- Leverage product's/service's competitive advantage.

CASE STUDY SITUATION

You are the director of international operations and the director of marketing for ELSPETH, an American cosmetics company. ELSPETH is a relatively new company doing business in the US, Canada, and China.

Over 35% of the brand's sales are to Chinese customers. The brand's popularity among Chinese clientele has been a nice surprise to American executives. As the company looks to expand into other international markets, executives feel that the road to success will be paved by its Chinese customers.

Executives at ELSPETH are looking to expand internationally, but still want to target Chinese customers. Data has shown that the top five travel destinations of Chinese are:

- Japan
- Thailand
- South Korea
- UK
- Germany

ELSPETH is considering all five countries for expanding international sales. While boutique shops would open in highly populated areas, duty-free shops would also be opened to market to tourists.

YOUR CHALLENGE

The senior vice president of ELSPETH wants you to analyze the five different countries the company has in consideration. The senior vice president wants your team to identify considerations that need to be evaluated, including a situation analysis in the marketing planning process.

The senior vice president wants you to choose the two best options for opportunity and determine how ELSPETH can leverage its popularity with Chinese customers in the new markets.

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
2021**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Market Planning

Participant: _____

ID Number: _____

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Evaluate market opportunities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of marketing planning?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify considerations in implementing global marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Leverage product's/service's competitive advantage?	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						