



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Promotion

MARKETING COMMUNICATIONS TEAM DECISION MAKING 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 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.
- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the concept of market and market identification.
- Employ communication styles appropriate to target audience.
- Explain key factors in building a clientele.
- Explain the role of promotion as a marketing function.
- Identify communications channels used in sales promotion.
- Explain the types of promotion.
- Explain the nature of a promotional plan.

CASE STUDY SITUATION

You are to assume the role of a marketing team for DELUX CAR WASH, a new business located in a growing suburb in a wealthy county. The owner of DELUX CAR WASH (judge) has called upon your marketing team to determine the best methods to communicate with the business's target market.

DELUX CAR WASH is an upscale car wash and detailing business. Services offered at DELUX CAR WASH range in price from \$9.99-\$55.99. The basic car wash that includes vacuuming costs \$9.99. The four additional price packages (\$20.99, \$27.99, \$39.99, \$55.99) include specialized detailing, wax, wheel polishing, leather treatment and upholstery shampooing. DELUX CAR WASH is the first upscale car wash and detailing business in the area.

The owner of DELUX CAR WASH (judge) has finalized details for the grand opening of the business. The event will include extremely discounted prices on services, food vendors, inflatable bounce houses for the kids and a DJ. The owner (judge) has called upon your marketing team to recommend which marketing communication methods would be the best to target DELUX CAR WASH's potential clients. The owner (judge) would like you to describe the target market and why your recommendations would be the best methods of promotional communications.

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

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of DELUX CAR WASH, a new business located in a growing suburb in a wealthy county. You have called upon your marketing team (participant team) to determine the best methods to communicate with the business's target market.

DELUX CAR WASH is an upscale car wash and detailing business. Services offered at DELUX CAR WASH range in price from \$9.99-\$55.99. The basic car wash that includes vacuuming costs \$9.99. The four additional price packages (\$20.99, \$27.99, \$39.99, \$55.99) include specialized detailing, wax, wheel polishing, leather treatment and upholstery shampooing. DELUX CAR WASH is the first upscale car wash and detailing business in the area.

You have finalized details for the grand opening of the business. The event will include extremely discounted prices on services, food vendors, inflatable bounce houses for the kids and a DJ. You have called upon your marketing team to recommend which marketing communication methods would be the best to target DELUX CAR WASH's potential clients. You would like the marketing team (participant team) to describe the target market and why the recommendations would be the best methods of promotional communications.

The marketing team (participant team) will present their recommendations to you in a meeting to take place in your office. You will begin the meeting by greeting the marketing team (participant team) and asking to hear their recommendations.

After the marketing team (participant team) has presented their plan, you are to ask the following questions of each participant team:

1. Do new businesses need to use promotion more than established businesses?
2. What would you add or change to our grand opening event?

Once the marketing team (participant team) has answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational 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.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

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.

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.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is present 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 total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A "Below Expectations" score means that the information presented does not meet minimum standards of acceptability.

A "Little/No Value" score means either that 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).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.

JUDGE'S EVALUATION FORM
MTDM

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Explain the concept of market and market identification?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Employ communication styles appropriate to target audience?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Explain key factors in building a clientele?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the role of promotion as a marketing function?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Identify communications channels used in sales promotion?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the types of promotion?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Explain the nature of the promotional plan?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____

TOTAL SCORE _____

NOTES