

**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Product/Service Management

**AUTOMOTIVE SERVICES MARKETING SERIES EVENT****PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> 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**

1. Generate product ideas.
2. Develop positioning concept for a new product idea.
3. Describe factors used by marketers to position products/services.
4. Describe the role of customer voice in branding.
5. Explain the concept of marketing strategies.

## **EVENT SITUATION**

You are to assume the role of director of brand management for JAUNT MOTORS, an automobile manufacturer. The senior vice president (judge) wants you to develop a new vehicle model that will be marketed to dog owners.

JAUNT MOTORS has had consistent sales in the automobile industry since its relatively recent start twenty-five years ago. The company is known for reliable vehicles sold at reasonable prices. JAUNT offers full-size sedans, coupes, minivans and sport utility vehicles. The majority of JAUNT owners fall in two demographics: young Millennials purchasing their first vehicles and Baby Boomers.

While the company is doing well, executives are looking for ways to differentiate its vehicles from others on the market to boost sales. Executives feel efforts are best focused on its key demographic, Millennials.

Recent reports have shown that over 60% of all households have a dog. Of those households, 31% are Millennials. Many in this demographic are choosing to have a dog before or instead of having children. This group also spends more money on products and services for their dogs than any other demographic.

The senior vice president of JAUNT MOTORS (judge) feels that the best way to engage Millennials shopping for a new vehicle is to create a product that appeals to dog owners. There are no other vehicles currently on the market that are positioned as such. The senior vice president (judge) wants you to generate ideas for the brand-new JAUNT sport utility vehicle that would make it ideal for dog owners. Specifically, you will need to determine:

- Built-in features or additions to the vehicle that make it dog-friendly
- Name for model
- Positioning concept
- Marketing strategies

You will present your 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 your recommendations 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'S INSTRUCTIONS**

### **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

You are to assume the role of senior vice president for JAUNT MOTORS, an automobile manufacturer. You want the director of brand management (participant) to develop a new vehicle model that will be marketed to dog owners.

JAUNT MOTORS has had consistent sales in the automobile industry since its relatively recent start twenty-five years ago. The company is known for reliable vehicles sold at reasonable prices. JAUNT offers full-size sedans, coupes, minivans and sport utility vehicles. The majority of JAUNT owners fall in two demographics: young Millennials purchasing their first vehicles and Baby Boomers.

While the company is doing well, executives are looking for ways to differentiate its vehicles from others on the market to boost sales. Executives feel efforts are best focused on its key demographic, Millennials.

Recent reports have shown that over 60% of all households have a dog. Of those households, 31% are Millennials. Many in this demographic are choosing to have a dog before or instead of having children. This group also spends more money on products and services for their dogs than any other demographic.

You feel that the best way to engage Millennials shopping for a new vehicle is to create a product that appeals to dog owners. There are no other vehicles currently on the market that are positioned

as such. You want the director of brand management (participant) to generate ideas for the brand-new JAUNT sport utility vehicle that would make it ideal for dog owners. Specifically, the director of brand management (participant) will need to determine:

- Built-in features or additions to the vehicle that make it dog-friendly
- Name for model
- Positioning concept
- Marketing strategies

The participant will present ideas 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. How does this vehicle appeal to Millennial dog owners?
2. What do you feel is an acceptable starting price for this new vehicle compared to other vehicles in the JAUNT product line?

Once the director of brand management (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of brand management (participant) for the work.

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

## **JUDGE'S EVALUATION INSTRUCTIONS**

### **Evaluation Form Information**

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 being 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 chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**AUTOMOTIVE SERVICES MARKETING  
SERIES, 2018**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Generate product ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Develop positioning concept for a new product idea?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe the role of customer voice in branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						