



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Marketing

ENTREPRENEURSHIP 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 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.

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 customer service in positioning/image.
- Explain management's role in customer relations.
- Use creative problem-solving in business activities/decisions.
- Explain marketing and its importance in a global economy.
- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Demonstrate connections between company actions and results.

CASE STUDY SITUATION

You are to assume the roles of business partners that operate CUSTOM POTTERY, a small business located in a city with 300,000 people. An entrepreneurial consultant (judge) has recommended that you begin allowing and encouraging customer reviews. You will meet with the consultant (judge) to explain how you will encourage reviews and how the reviews can be used as a marketing technique.

CUSTOM POTTERY allows customers to choose designs, colors, and patterns for pottery pieces. While the company does sell completed pieces, the majority of sales come from customers that want help designing their own piece. Customers first select a pottery piece, then can either choose a design or pattern from a CUSTOM POTTERY catalog or can submit a personal design. After two days, the finished pottery is available for pick-up.

When a customer places an order, an employee helps the customer choose the design and colors for the pottery, gathers the customer's contact information, and collects payment in full. Once the pottery is finished, the customer is alerted by both phone and email for pick-up. Detailed instructions on caring for the pottery is included in the packaging at pick-up.

CUSTOM POTTERY has been in business for three years. The company operated for the first two years without a physical store location. During that time, CUSTOM POTTERY sold pieces at local craft fairs, farmers markets and through the company website. While their first physical store location opened last year, CUSTOM POTTERY still has a presence at craft fairs and farmers markets.

CUSTOM POTTERY has a company website, a Facebook page and an Instagram account. The company uses those platforms for marketing the business, displaying the unique pottery pieces available and showcasing customers' creations.

You have met with an entrepreneurial consultant (judge) to discuss marketing techniques since you have very little money in your budget to allocate to marketing. The consultant (judge) has recommended an inexpensive marketing technique: allowing customers to market the company by providing reviews.

The consultant (judge) wants you to determine how you can encourage both past and current customers to write customer reviews. The consultant (judge) wants your ideas on how to encourage reviews, where reviews can be posted, if reviews should be responded to, and how customer reviews act as a marketing technique.

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

JUDGE'S INSTRUCTIONS

You are to assume the role of an entrepreneurial consultant meeting with business partners (participant team) that operate CUSTOM POTTERY, a small business located in a city with 300,000 people. You have recommended that the business partners (participant team) begin allowing and encouraging customer reviews. The business partners (participant team) will meet with you to explain how they will encourage reviews and how the reviews can be used as a marketing technique.

CUSTOM POTTERY allows customers to choose designs, colors, and patterns for pottery pieces. While the company does sell completed pieces, the majority of sales come from customers that want help designing their own piece. Customers first select a pottery piece, then can either choose a design or pattern from a CUSTOM POTTERY catalog or can submit a personal design. After two days, the finished pottery is available for pick-up.

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CUSTOM POTTERY has a company website, a Facebook page and an Instagram account. The company uses those platforms for marketing the business, displaying the unique pottery pieces available and showcasing customers' creations.

The business partners (participant team) have met with you to discuss marketing techniques since they have very little money in their budget to allocate to marketing. You have recommended an inexpensive marketing technique: allow customers to market the company by providing reviews.

You want the business partners (participant team) to determine how they can encourage both past and current customers to write customer reviews. You want the business partners' (participant team's) ideas on how to encourage reviews, where reviews can be posted, if reviews should be responded to, and how customer reviews act as a marketing technique.

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

After the business partners (participant team) have presented ideas, you are to ask the following questions of each participant team:

1. How can we make these reviews positively impact our image and enlarge our customer base?
2. How can the reviews be incorporated into our current marketing functions?
3. What type of incentives would be appropriate to offer customers who post reviews?

Once the business partners (participant team) have 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.



ENTREPRENEURSHIP TEAM DECISION MAKING, 2019

JUDGE'S EVALUATION FORM SAMPLE

INSTRUCTIONAL AREA Marketing

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of customer service in positioning/image?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain management's role in customer relations?	0-1-2-3	4-5-6	7-8	9-10	
3.	Use creative problem-solving in business activities/decisions?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain marketing and its importance in a global economy?	0-1-2-3	4-5-6	7-8	9-10	
5.	Describe marketing functions and related activities?	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.	Demonstrate connections between company actions and results?	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						