



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Customer Relations

Market Planning

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 nature of positive customer relations.
- Reinforce service orientation through communication.
- Identify company's brand promise.
- Explain the concept of marketing strategies.
- Explain the concept of market and market identification.
- Explain the role of situation analysis in the marketing planning process.
- Explain the nature of marketing plans.

CASE STUDY SITUATION

You are to assume the roles of marketing specialists for AUTO WORLD, a successful automobile dealership with a large customer base. The manager (judge) for AUTO WORLD has called upon your team to describe a marketing plan and communication strategy to regain the confidence of customers.

AUTO WORLD is a successful automobile dealership located in a city with 500,000 people. AUTO WORLD is ranked #8 in sales of the nation's most popular automobile. AUTO WORLD is noted for excellent customer service and a large selection of new automobiles. Recently the automobile manufacturer of the #1 selling car for AUTO WORLD experienced a series of manufacturing defects, resulting in accidents, lawsuits, injuries, deaths, and injuries. The manufacturer has implemented three recalls to fix the manufacturing defects. Unfortunately, the negative publicity has resulted in a dramatic decline in sales for AUTO WORLD.

The manager (judge) for AUTO WORLD wants to maintain positive customer relations and sales with a marketing plan that creates customer goodwill. The manager (judge) of AUTO WORLD has asked your team to draft a marketing plan that identifies the target customers, communicates a commitment to customer service, and builds consumer confidence during a time when there is hesitancy due to a defective product. Your team has been called upon to explain the marketing plan to assure AUTO WORLD's brand promise and commitment to customer service and safety during a difficult situation.

Your team must describe the types of communication and marketing strategies to retain loyal customers and attract new customers. Your presentation should include the following topics:

- market identification
- brand promise
- customer service
- public relations
- communication

You will present your recommendations to the manager (judge) of AUTO WORLD in a meeting to take place in the manager's (judge's) office. The manager (judge) for AUTO WORLD will begin the meeting by greeting you and asking to hear your ideas. After you have presented your information about a marketing plan to overcome negative publicity and have answered the manager's (judge's) questions, the manager of AUTO WORLD (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of manager for AUTO WORLD, a successful new automobile dealership. You have asked marketing specialists (participant team) to describe a marketing plan and communication strategy to regain the confidence of customers.

AUTO WORLD is a successful automobile dealership located in a city with 500,000 people. AUTO WORLD is ranked #8 in sales of the nation's most popular automobile. AUTO WORLD is noted for excellent customer service and a large selection of new automobiles. Recently the automobile manufacturer of the #1 selling car for AUTO WORLD experienced a series of manufacturing defects, resulting in accidents, lawsuits, injuries, deaths, and injuries. The manufacturer has implemented three recalls to fix the manufacturing defects. Unfortunately, the negative publicity has resulted in a dramatic decline in sales for AUTO WORLD.

You want to maintain positive customer relations and sales with a marketing plan that creates customer goodwill. You have asked marketing specialists (participant) team to draft a marketing plan that identifies the target customers, communicates a commitment to customer service, and builds consumer confidence during a time when there is hesitancy due to a defective product. You have asked the marketing specialists (participant team) to explain the marketing plan to assure AUTO WORLD's brand promise and commitment to customer service and safety during a difficult situation.

The marketing specialists (participant team) must describe the types of communication and marketing strategies to retain loyal customers and attract new customers. The presentation should include the following topics:

- market identification
- brand promise
- customer service
- public relations
- communication

The marketing specialists (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 participants and asking to hear their ideas for a marketing plan to regain customer confidence.

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

1. What activity or service can we offer to bring customers back to AUTO WORLD?
2. Why should the communication to customers tackle the recall problem?

Once the marketing specialists (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.

JUDGE'S EVALUATION FORM

MTDM

PERFORMANCE

INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
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DID THE PARTICIPANT:

1. Explain the nature of positive customer relations?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Reinforce service orientation through communication?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Identify company's brand promise?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the concept of marketing strategies?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Explain the concept of market and market identification?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the role of situation analysis in the marketing planning process?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Explain the nature of marketing plans?	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 _____

