



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Customer Relations
Promotion

BUYING AND MERCHANDISING 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

- Discuss the nature of customer relationship management.
- Demonstrate a customer-service mindset.
- Reinforce service orientation through communication.
- Explain the role of promotion as a marketing function.
- Describe the use of technology in the promotion function.
- Identify communications channels used in sales promotion.
- Identify the elements of the promotional mix.

CASE STUDY SITUATION

You are to assume the role of marketing team for FASHION TREND, an upscale clothing store for young students and professionals ranging in age from 18-30. The manager (judge) of FASHION TREND has asked your team to develop sales promotion events that include all elements of the promotional mix (advertising, personal selling, public relations, sales promotion).

FASHION TREND is located in a city with a population of 200,000 people. The city has two large shopping malls, popular national chain stores, and a variety of other boutique designer clothing stores. FASHION TREND must use creative marketing, merchandising, and pricing strategies to survive in a highly competitive market. The manager (judge) of FASHION TREND wants sales events at the store to be truly unique occasions and not weekly occurrences. Much of the designer clothing sold at FASHION TREND cannot be purchased at the large department stores and national chain stores.

The manager (judge) for FASHION TREND has called upon your marketing team to describe promotional strategies to move merchandise that has a very limited lifecycle. Your promotional plan must include scheduled merchandise markdowns, communication with customers, in-store events to increase customer traffic and sales, and the use of technology to communicate special promotional events.

You will present your promotional strategies to the manager (judge) for FASHION TRENDS in a meeting to take place in the manager's (judge's) office. The manager (judge) for FASHION TRENDS will begin the meeting by greeting you and asking to hear your ideas. After you have presented your information about special promotions to move merchandise and have answered the manager's (judge's) questions, the manager (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of manager for FASHION TREND, an upscale clothing store for young students and professionals ranging in age from 18-30. You have asked the marketing team (participant team) for FASHION TREND to develop sales promotion events that include all elements of the promotional mix (advertising, personal selling, public relations, sales promotion).

FASHION TREND is located in a city with a population of 200,000 people. The city has two large shopping malls, popular national chain stores, and a variety of other boutique designer clothing stores. FASHION TREND must use creative marketing, merchandising, and pricing strategies to survive in a highly competitive market. You want sales events at the store to be truly unique occasions and not weekly occurrences. Much of the designer clothing sold at FASHION TREND cannot be purchased at the large department stores and national chain stores.

You have called upon your marketing team to describe promotional strategies to move merchandise that has a very limited lifecycle. The promotional plan must include scheduled merchandise markdowns, communication with customers, in-store events to increase customer traffic and sales, and the use of technology to communicate special promotional events.

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 unique promotional strategies for FASHION TREND.

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

1. What type of advertising will be the most effective for our loyal customers?
2. What type of personal communication with customers will encourage them to visit our store?
3. Why should FASHION TREND avoid weekly promotions?

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

PERFORMANCE

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

1. Discuss the nature of customer relationship management?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Demonstrate a customer-service mindset?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Reinforce service orientation through communication?	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. Describe the use of technology in the promotion function?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Identify communications channels used in sales promotion?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Identify the elements of the promotional mix?	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 _____