



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

- Discuss internal and external audiences for public-relations activities.
- Explain communication channels used in public-relations activities.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Describe the use of technology in the promotion function.
- Describe factors used by businesses to position corporate brands.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.



CASE STUDY SITUATION

You are to assume the roles of marketing directors for GO-MART, a national chain of big-box retail stores. The CEO of GO-MART (judge) has asked you to design an appropriate promotional plan for the announcement of a bold public relations decision.

In the last ten years, GO-MART and its main competitor have been taking turns claiming the number one spot for sales and customer service. Both chains offer the same products at very similar prices. Most consumers do not show loyalty to one store or the other and simply shop at both, depending on sales promotions. For years, the company stakeholders have begged for a bold marketing strategy that would bring a favorable image to GO-MART.

With so much of the country's population focused on the environment and caring for the earth, the CEO of GO-MART (judge) has decided to use that issue in a bold public relations move. As of next month, GO-MART will stop using plastic bags at checkout. Instead of plastic bags, GO-MART stores will offer reusable cloth bags for purchase or recycled brown paper bags for free. Customers who only purchase one item will not be given a bag.

This move will be the first of its kind among national retailers. While it is not illegal or even unethical for retailers to use plastic bags, it is an earth-conscious preventative measure that will most likely be viewed as trendsetting.

The CEO of GO-MART (judge) wants you to design an appropriate promotional plan for this public relations move. The CEO (judge) wants you to include the following in your plan:

- Communication strategies for stakeholders vs. customers
- Channels used to communicate with target markets
- A message that is both ethical and brand building
- Ways that GO-MART employees can broaden the promotion

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

JUDGE'S INSTRUCTIONS

You are to assume the role of CEO for GO-MART, a national chain of big-box retail stores. You have asked the marketing directors (participant team) to design an appropriate promotional plan for the announcement of a bold public relations decision.

In the last ten years, GO-MART and its main competitor have been taking turns claiming the number one spot for sales and customer service. Both chains offer the same products at very similar prices. Most consumers do not show loyalty to one store or the other and simply shop at both, depending on sales promotions. For years, the company stakeholders have begged for a bold marketing strategy that would bring a favorable image to GO-MART.

With so much of the country's population focused on the environment and caring for the earth, you have decided to use that issue in a bold public relations move. As of next month, GO-MART will stop using plastic bags at checkout. Instead of plastic bags, GO-MART stores will offer reusable cloth bags for purchase or recycled brown paper bags for free. Customers who only purchase one item will not be given a bag.

This move will be the first of its kind among national retailers. While it is not illegal or even unethical for retailers to use plastic bags, it is an earth-conscious preventative measure that will most likely be viewed as trendsetting.

You want the marketing directors (participant team) to design an appropriate promotional plan for this public relations move. You want the marketing directors (participant team) to include the following in their plan:

- Communication strategies for stakeholders vs. customers
- Channels used to communicate with target markets
- A message that is both ethical and brand building
- Ways that GO-MART employees can broaden the promotion

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

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

1. Do we need to promote this decision ourselves or will the news media do it for us?
2. Do you think we will receive any negative feedback from customers?
3. Are there any reasons why our stakeholders won't like this decision?

Once the marketing directors (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 presented 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.



**MARKETING COMMUNICATIONS TEAM
DECISION MAKING, 2014**

**JUDGE'S EVALUATION FORM
SAMPLE EVENT**

Participant: _____

Participant: _____

I.D. Number: _____

INSTRUCTIONAL AREA: Promotion

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss internal and external audiences for public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain communication channels used in public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe the use of technology in the promotion function?	0-1-2-3	4-5-6	7-8	9-10	
5.	Describe factors used by businesses to position corporate brands?	0-1-2-3	4-5-6	7-8	9-10	
6.	Discuss actions employees can take to achieve the company's desired results?	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						