



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Selling

**MARKETING MANAGEMENT  
TEAM DECISION MAKING EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

**21<sup>st</sup> 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 nature and scope of the selling function.
- Explain key factors in building a clientele.
- Analyze product information to identify product features and benefits.
- Discuss motivational theories that impact buying behavior.
- Explain the nature of marketing planning.
- Identify the impact of product life cycles on marketing decisions.
- Make decisions.

## CASE STUDY SITUATION

You are to assume the roles of general manager and sales manager for a new development being built by CROWN ORGANIZATION, a property management firm. The senior vice president (judge) has asked you to decide how to best utilize commercial space on the ground floor of the new residential high rise in a large city that you both will manage.

You are the general manager and sales manager for a new residential high rise that is being built in a large city. The high rise is located right on the outskirts of a busy downtown neighborhood and is easily accessible by public transportation. The new high rise will have 1,200 units for sale or lease. The units are considered high end and will be marketed to professionals in the area that prefer to be close to downtown businesses and entertainment.

The ground floor of the high rise is zoned for commercial use and has ample space for a business. The senior vice president of CROWN ORGANIZATION (judge) wants to ensure that whoever leases the space brings value to the high rise and can be used as a marketing tool to build clientele for the residential space. There are four businesses that would like to lease the commercial space on the ground floor.

The senior vice president (judge) wants you to analyze each of the four businesses that want to lease the commercial space. The senior vice president (judge) wants your analysis to include the pros and cons of each business in regard to the product life cycle and use as a marketing tool. The four businesses are listed below:

**JACK'S BISTRO:** A full-service restaurant with bar that has one other popular location on the other side of the city. The restaurant's hours are 11:00AM – 12:00AM, seven days a week.

**COMMON COFFEE:** The most popular coffee shop chain in the world. This location's hours would be 5:30AM – 8:00PM, Monday – Friday and 7:00AM – Noon, Saturday and Sunday.

**CORNER GROCERY:** A small independent grocery store that would carry household essentials, plus a small variety of fresh produce and meat. Open 24 hours.

**ALIVE FITNESS:** A small branch of a large fitness chain. This location would be open 24 hours with a member key card to activate the door. Cardio machines and circuit weight equipment available all hours with small classes held daily from 7:00AM – Noon.

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

## **JUDGE'S INSTRUCTIONS**

You are to assume the role of senior vice president of CROWN ORGANIZATION, a property management firm. You have asked the general manager and sales manager (participant team) for a new development being built by CROWN ORGANIZATION to decide how to best utilize commercial space on the ground floor of the new residential high rise in a large city that you both will manage.

The new high rise being built is located right on the outskirts of a busy downtown neighborhood and is easily accessible by public transportation. The new high rise will have 1,200 units for sale or lease. The units are considered high end and will be marketed to professionals in the area that prefer to be close to downtown businesses and entertainment.

The ground floor of the high rise is zoned for commercial use and has ample space for a business. The senior vice president of CROWN ORGANIZATION (judge) wants to ensure that whoever leases the space brings value to the high rise and can be used as a marketing tool to build clientele for the residential space. There are four businesses that would like to lease the commercial space on the ground floor.

You want the general manager and sales manager (participant team) to analyze each of the four businesses that want to lease the commercial space. You want the general manager's and sales manager's (participant team's) analysis to include the pros and cons of each business in regard to product life cycle and use as a marketing tool. The four businesses are listed below:

**JACK'S BISTRO:** A full-service restaurant with bar that has one other popular location on the other side of the city. The restaurant's hours are 11:00AM – 12:00AM, seven days a week.

**COMMON COFFEE:** The most popular coffee shop chain in the world. This location's hours would be 5:30AM – 8:00PM, Monday – Friday and 7:00AM – Noon, Saturday and Sunday.

**CORNER GROCERY:** A small independent grocery store that would carry household essentials, plus a small variety of fresh produce and meat. Open 24 hours.

**ALIVE FITNESS:** A small branch of a large fitness chain. This location would be open 24 hours with a member key card to activate the door. Cardio machines and circuit weight equipment available all hours with small classes held daily from 7:00AM – Noon.

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

After the general manager and sales manager (participant team) have presented the analysis you are to ask the following questions of each participant team:

1. Which business is the worst option, and why?
2. How can we use the chosen business in our marketing plans?
3. Why is it important for us to scan the marketplace before a final decision is made?

Once the general manager and sales manager (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.*



## MARKETING MANAGEMENT TEAM DECISION MAKING, 2018

### JUDGE'S EVALUATION FORM SAMPLE

#### INSTRUCTIONAL AREA Selling

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

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

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

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the selling function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
3.	Analyze product information to identify product features and benefits?	0-1-2-3	4-5-6	7-8	9-10	
4.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the nature of marketing planning?	0-1-2-3	4-5-6	7-8	9-10	
6.	Identify the impact of product life cycles on marketing decisions?	0-1-2-3	4-5-6	7-8	9-10	
7.	Make decisions?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						