

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Promotion

AUTOMOTIVE SERVICES MARKETING SERIES EVENT**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 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).
- You will be evaluated on how well you meet the performance indicators of this event.
- 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the nature of a promotional plan.
2. Explain the types of promotion.
3. Describe the use of technology in the promotion function.
4. Explain the concept of marketing strategies.
5. Identify product/service's competitive advantage.

EVENT SITUATION

You are to assume the role of director of marketing for COOPER BOYS AUTO SERVICE, a chain of automobile repair and service centers. The senior vice president (judge) is concerned with the declining number of certified, licensed repair technicians entering the workforce each year and has asked you to design a promotional plan that will promote internships available within the company.

COOPER BOYS has over 900 locations, all providing automotive maintenance and repair, retail areas containing parts and specialty part delivery and tires. COOPER BOYS is a well-known and well-trusted brand and has been in business for over 75 years. Every single employee working in the service bays at COOPER BOYS is a certified, licensed technician that has graduated from a vocational school for a career in automotive repair.

While each COOPER BOYS hires its own employees, a trend has been noticed by each service center, regardless of location; as positions open for automotive technicians, it is becoming more and more difficult to find qualified applicants to fill the positions. Not as many young men and women are choosing careers in automotive repair as in years past, so the pool of applicants has become quite small.

In an effort to promote careers in the automotive repair industry and to increase the pool of qualified applicants, the senior vice president (judge) has proposed two new internships that have the possibility of leading toward solid hires for COOPER BOYS. The senior vice president (judge) wants you to analyze each internship and decide which has the most potential for adding to the industry. The internships will be available at all COOPER BOYS location that wish to participate.

Internship 1: For high school juniors and seniors, 15 hours/week, 3-month commitment, unpaid. The intern will observe COOPER BOYS technicians, learn routine functions such as maintenance and inspections and how to file proper paperwork.

Internship 2: For vocational school students enrolled in automotive repair, 30 hours/week, 6-month commitment, paid, hiring at a COOPER BOYS location promised after successful completion of internship.

Once you have chosen which internship opportunity you think has the most potential, you must create a promotional plan that will market the internship to the proper market. You must decide how the internship will be communicated, marketing strategies and appropriate channels.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of senior vice president for COOPER BOYS AUTO SERVICE, a chain of automobile repair and service centers. You are concerned with the declining number of certified, licensed repair technicians entering the workforce each year and have asked the director of marketing (participant) to design a promotional plan that will promote internships available within the company.

COOPER BOYS has over 900 locations, all providing automotive maintenance and repair, retail areas containing parts and specialty part delivery and tires. COOPER BOYS is a well-known and well-trusted brand and has been in business for over 75 years. Every single employee working in the service bays at COOPER BOYS is a certified, licensed technician that has graduated from a vocational school for a career in automotive repair.

While each COOPER BOYS hires its own employees, a trend has been noticed by each service center, regardless of location; as positions open for automotive technicians, it is becoming more and more difficult to find qualified applicants to fill the positions. Not as many young men and women are choosing careers in automotive repair as in years past, so the pool of applicants has become quite small.

In an effort to promote careers in the automotive repair industry and to increase the pool of qualified applicants, you have proposed two new internships that have the possibility of leading

toward solid hires for COOPER BOYS. You want the director of marketing (participant) to analyze each internship and decide which has the most potential for adding to the industry. The internships will be available at all COOPER BOYS location that wish to participate.

Internship 1: For high school juniors and seniors, 15 hours/week, 3-month commitment, unpaid. The intern will observe COOPER BOYS technicians, learn routine functions such as maintenance and inspections and how to file proper paperwork.

Internship 2: For vocational school students enrolled in automotive repair, 30 hours/week, 6-month commitment, paid, hiring at a COOPER BOYS location promised after successful completion of internship.

Once the director of marketing (participant) has chosen which internship opportunity has the most potential, the director of marketing (participant) must create a promotional plan that will market the internship to the proper market. The director of marketing (participant) must decide how the internship will be communicated, marketing strategies and appropriate channels.

The participant will present ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Why is it so important for the company to only hire licensed, certified technicians?
2. How should we introduce the internship to our location managers?
3. Should we promote the internship at the applicable schools? (at the high schools if high school internship selected, at the vocational schools if that is selected)

Once the director of marketing (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of marketing (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

| Level of Evaluation | Interpretation Level |
|----------------------------|---|
| Exceeds Expectations | Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator. |
| Meets Expectations | Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator. |
| Below Expectations | Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator. |
| Little/No Value | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator. |



**AUTOMOTIVE SERVICES MARKETING
SERIES, 2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Promotion

Did the participant:

| | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|--|-----------------|--------------------|--------------------|----------------------|--------------|
|--|-----------------|--------------------|--------------------|----------------------|--------------|

PERFORMANCE INDICATORS

| | | | | | | |
|----|---|-----------|---------|---------|----------|--|
| 1. | Explain the nature of a promotional plan? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Explain the types of promotion? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Describe the use of technology in the promotion function? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Explain the concept of marketing strategies? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Identify product's/service's competitive advantage? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |

21st CENTURY SKILLS

| | | | | | | |
|-----|---|-----|-----|---|-----|--|
| 6. | Reason effectively and use systems thinking? | 0-1 | 2-3 | 4 | 5-6 | |
| 7. | Make judgments and decisions, and solve problems? | 0-1 | 2-3 | 4 | 5-6 | |
| 8. | Communicate clearly? | 0-1 | 2-3 | 4 | 5-6 | |
| 9. | Show evidence of creativity? | 0-1 | 2-3 | 4 | 5-6 | |
| 10. | Overall impression and responses to the judge's questions | 0-1 | 2-3 | 4 | 5-6 | |

TOTAL SCORE