



FINANCIAL SERVICES MARKETING MANAGEMENT TEAM DECISION MAKING PILOT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators Evaluated, Specific Performance Indicators Evaluated 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 give an ID label to your adult assistant during the preparation time.
- 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 EVALUATED

- 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 performance indicators

SPECIFIC PERFORMANCE INDICATORS EVALUATED

- Describe the use of technology in the product/service management function.
- Describe services offered by the financial services industry.
- Plan product mix.
- Describe factors used by marketers to position products/businesses.
- Explain the role of customer service in positioning/image.
- Develop strategies to position product/business.

CASE STUDY SITUATION

You are to assume the roles of marketing team members for APPLIED SCIENCES AND MARKETING INC., a high-tech firm that specializes in the development and marketing of advanced ATM and credit card technologies. The owner of MOUNTAIN VIEW NATIONAL BANK (judge) has asked your firm to develop and market a multi-purpose credit card for the bank's customers.

MOUNTAIN VIEW NATIONAL BANK is a large regional bank serving approximately 35,000 local depositors and over 1,000,000 vacation and tourist customers per year. The large volume of tourist customers is due to the outstanding ski facilities offered in two major tourist towns within your area. The bank's constituency is primarily high-income, middle-aged professionals with an average of two children per household who live in the region year-round. The owner of the bank (judge) feels that the bank and the local tourist industry would greatly benefit from a multi-function card.

The owner of MOUNTAIN VIEW NATIONAL BANK (judge) has asked your firm to develop and promote a revolutionary new bankcard that will combine the features of an ATM card, a debit card, and a credit card. This new card would contain embedded microprocessors that would have greater memory, and therefore, would be capable of processing larger amounts of information. On a recent interest survey, customers indicated that they would like a card that would allow them to balance accounts, complete on-line banking transactions, pay bills, and charge tolls, parking fees and telephone calls. The card should also be set up to address many of the security issues people have when using their credit cards or debit cards to shop online.

Your team is to determine the features and benefits of the card and to provide suggestions on how to position and promote the card. Consider the following as you develop your plan:

- Available technology
- Security of the card
- Promotional strategies
- Distribution intensity
- Ethical concerns
- Target market

Your team will present the details for the new multi-purpose card with accompanying promotional strategies in a meeting with the bank owner (judge) in his/her office. The bank owner (judge) will begin the presentation by greeting you and asking you to present your development and promotional strategies. After you have made the presentation and have answered the bank owner's (judge's) questions, the bank owner (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of MOUNTAIN VIEW NATIONAL BANK. You have hired a marketing team (participant team) from APPLIED SCIENCES AND MARKETING INC., a high-tech firm specializing in the development and marketing of advanced ATM and credit card technologies, to develop and market a multi-purpose credit card for your bank's customers.

MOUNTAIN VIEW NATIONAL BANK is a large regional bank serving approximately 35,000 local depositors and over 1,000,000 vacation and tourist customers per year. The large volume of tourist customers is due to the outstanding ski facilities offered in two major tourist towns in your area. The bank's constituency is primarily high-income, middle-aged professionals with an average of two children per household who live in the region year-round. You feel that the bank and the local tourist industry would greatly benefit from a multi-function card.

You have asked APPLIED SCIENCES to develop and promote a revolutionary new bankcard that will combine the features of an ATM card, a debit card, and a credit card. This new card would contain embedded microprocessors that would have greater memory, and therefore, would be capable of processing greater amounts of information. On a recent interest survey, customers indicated that they would like a card that would allow them to balance accounts, complete on-line banking transactions, pay bills, and charge tolls, parking fees and telephone calls. The card should also be set up to address many of the security issues people have when using their credit cards or debit cards to shop online.

The marketing team (participant team) is to determine the features and benefits of the card and to provide suggestions on how to position and promote the card. The following should be considered in the plan:

- Available technology
- Security of the card
- Promotional strategies
- Distribution intensity
- Ethical concerns
- Target market

The marketing team (participant team) will present the details for the new multi-purpose card with accompanying promotional strategies to you in a meeting that will take place in the bank's office. You are to begin the meeting by greeting the marketing team (participant team) and asking to hear their ideas. After the initial presentation you are to ask the following questions of each participant team:

1. How does your plan address the advantages and disadvantages of electronic commerce?
2. How could banks benefit from having their customers use multi-purpose cards rather than traditional services?
3. How can your ideas be evaluated?

Once the marketing team (participant team) has presented their plan and has answered your questions, you may conclude the meeting by thanking them for their work on this project.

You are not to make any comments once the event is over except to thank the participants.

JUDGING THE PRESENTATION

The Management Team Decision Making events were created by DECA in response to the career opportunities available for participants in these occupational areas.

The participant team will first take a comprehensive exam based on knowledge of general marketing competencies. Participant teams with a career interest in one of the occupational areas will analyze a case situation related to a business in the chosen occupational area. The participant team will make decisions regarding the situation, then make an oral presentation.

The participant team will assume the role of a management team for the business represented in the case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

Please place the participant team's name and identification number in the upper right-hand corner of the Evaluation Form (unless it has already been done for you).

During the first 10 minutes of the interview (after introductions), the participant team will present their analysis, decisions/recommendations, and the rationale behind the decisions. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes you are to ask questions of the participant team to determine their understanding of the situation presented. Both members of each team should respond to at least one question. To ensure fairness, you must ask each participant team the same questions (questions are provided in the Judge's Instructions). After asking the standard questions, you must ask other questions specific to the current participant team.

After the questioning period you will close the event by thanking the participants for their input. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is one hundred (100) points. The presentation will be weighed at twice (2 times) the value of the exam scores.

A score of "Exceptionally Well Done" in any category means that, in your opinion, the information is presented in a very effective way; in effect, nothing more could be expected of an employee.

A score of "Well Done" in any category means that, in your opinion, the information is presented well. Though there may be a few minor problems or omissions, they are not significant.

An "Adequately Done" score means that the information is presented adequately. It meets minimum standards of acceptability.

A score of "Little Value" in any category means 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.

A "No Value" score means that the information presented is of no value. It is presented in such a way that it 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 event director.