



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Market Planning

**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 of marketing plans.
- Explain the nature of marketing planning.
- Explain the concept of marketing strategies.
- Explain the concept of market and market identification.
- Identify communications channels used in sales promotion.
- Describe factors used by marketers to position products/services.
- Explain key factors in building a clientele.

## CASE STUDY SITUATION

You are to assume the roles of general manager and sales manager of NATURAL CLEANING SOLUTIONS (NCS), a new housecleaning services business in a metropolitan area of 300,000 people. The owner of the business (judge) has asked you to determine how to best market the new business when the area already has several housecleaning service businesses with less expensive rates than NCS.

The metropolitan area has six different housecleaning service businesses: three national chains and three independent local businesses. All six of the competing housecleaning service businesses offer customers the option of a one-time deep clean or the option of signing a 6-month or 12-month contract. The contracts allow for one cleaning each week.

While NCS might seem like just another housecleaning service business in the area, it is unique. What sets NCS apart from the six other housecleaning service businesses is that NCS uses only all-natural cleaning products, promising no harsh chemicals. It will be the only housecleaning service offering the all-natural cleaning products and the only in the area that is 100% safe for both children and pets. Also, NCS does not force contracts on clients; customers are able to schedule as many or as few cleaning appointments as preferred.

NATURAL CLEANING SOLUTIONS is set to open next month and the owner (judge) is ready to begin marketing planning. The owner (judge) wants to make sure that NCS is marketed properly to ensure the best results for the grand opening and for years to come.

The owner (judge) would like your help in marketing planning. The owner (judge) wants you to develop a marketing plan that includes the following information:

- Target market(s) for NATURAL CLEANING SOLUTIONS
- Slogan or tagline for NATURAL CLEANING SOLUTIONS
- Appropriate marketing strategies for the target market(s)
- Communication channels used in marketing promotions
- Ideas for grand opening specials/promotions

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

## JUDGE'S INSTRUCTIONS

You are to assume the role of owner of NATURAL CLEANING SOLUTIONS (NCS), a new housecleaning services business in a metropolitan area of 300,000 people. You have asked the general manager and sales manager (participant team) to determine how to best market the new business when the area already has several housecleaning service businesses with less expensive rates than NCS.

The metropolitan area has six different housecleaning service businesses: three national chains and three independent local businesses. All six of the competing housecleaning service businesses offer customers the option of a one-time deep clean or the option of signing a 6-month or 12-month contract. The contracts allow for one cleaning each week.

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NATURAL CLEANING SOLUTIONS is set to open next month and you are ready to begin marketing planning. You want to make sure that NCS is marketed properly to ensure the best results for the grand opening and for years to come.

You would like the general manager and sales manager's (participant team's) help in marketing planning. You want the general manager and sales manager (participant team) to develop a marketing plan that includes the following information:

- Target market(s) for NATURAL CLEANING SOLUTIONS
- Slogan or tagline for NATURAL CLEANING SOLUTIONS
- Appropriate marketing strategies for the target market(s)
- Communication channels used in marketing promotions
- Ideas for grand opening specials/promotion/introductory offers

The general manager and sales manager (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 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 their plan you are to ask the following questions of each participant team:

1. Do you think we should be upfront about our high prices for services?
2. Is it ethical to offer introductory pricing that is less expensive and then switch to our normal pricing?

3. Will your ideas cost us a lot of money?

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, 2017

### JUDGE'S EVALUATION FORM SAMPLE

#### INSTRUCTIONAL AREA

Market Planning

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

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

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

Did the participant team:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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#### PERFORMANCE INDICATORS

1.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of marketing planning?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	

#### 21<sup>st</sup> 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**