



Preliminary Round

An Association of Marketing Students®

FINANCIAL SERVICES MANAGEMENT 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 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

- 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

- Explain the nature of branding.
- Describe the nature of target marketing in the financial services industry.
- Explain the nature of direct advertising strategies.
- Develop strategies to achieve company goals/objectives.
- Develop a promotional plan for a business.
- Select advertising media.

- Explain the purposes and importance of credit.

CASE STUDY SITUATION

You are to assume the roles of promotional team members for CREATIVE FINANCIAL GROUP. The owner of MONET CREATIONS (judge) has hired your firm to develop and promote the company's new credit/debit card.

MONET CREATIONS is located in New York City and has been in business for 15 years. MONET CREATIONS is the premier supplier of one-of-a-kind designer gowns. The vast majority of their business comes from New York City's social elite. The company currently employs 30 full-time and 15 part-time employees, which is down from 50 and 30 employees, respectively. During the past year, business has decreased by 28%, which accounts for a loss in profits amounting to approximately one million dollars.

Due to this drastic decrease in business, the owner of MONET CREATIONS has decided to provide its customers with its own credit/debit card to help improve sales. The owner of MONET CREATIONS (judge) has hired your team to develop and promote its new credit/debit card.

You will present your ideas to the owner of MONET CREATIONS (judge) in a meeting to take place in his/her office. The owner (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have made your presentation and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your ideas.

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of MONET CREATIONS. You have hired a promotional team from CREATIVE FINANCIAL GROUP (participant team) to develop and promote the company's new credit/debit card.

MONET CREATIONS is located in New York City and has been in business for 15 years as the premier supplier of one-of-a-kind designer gowns. The vast majority of your business comes from New York City's social elite. The company currently employs 30 full-time and 15 part-time employees, which is down from 50 and 30 employees, respectively. During the past year, business has decreased by 28%, which accounts for a loss in profits amounting to approximately one million dollars.

- Due to this drastic decrease in business, you have decided to provide your customers with your own credit/debit card to help improve sales. You have hired the promotional team (participant team) to develop and promote your new credit/debit card.

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

After the initial presentation, you should ask the following questions of each participant team:

1. Can we make sure we do not get stuck with unpaid bills?
2. How will the maximum and minimum credit lines be established?
3. What are the advantages and disadvantages of direct mail advertising?

Once the promotional team (participant team) has made the presentation and has answered your questions, you will conclude the meeting by thanking the promotional team (participant team) for their work.

You are not to make any comments after 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 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 "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 event director.

JUDGE'S EVALUATION FORM
FMDM-03
STATE EVENT

PERFORMANCE INDICATORS

DID THE PARTICIPANT:

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Explain the nature of branding?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Describe the nature of target marketing in the financial services industry?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Explain the nature of direct advertising strategies?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Develop strategies to achieve company goals/objectives?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Develop a promotional plan for a business?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Select advertising media?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Explain the purposes and importance of credit?	10-9	8-7	6-5-4	3-2-1-0	_____

PRESENTATION

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____

Total Points (maximum 100 points)
