



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Marketing-Information Management

## **TRAVEL AND TOURISM MARKETING 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**

- Describe the need for marketing information.
- Explain the nature and scope of the marketing-information management function.
- Assess information needs.
- Identify information monitored for marketing decision-making.
- Describe techniques for processing marketing information.
- Set marketing goals and objectives.
- Demonstrate appropriate creativity.

## CASE STUDY SITUATION

You are to assume the roles of marketing researchers for ADVANTAGE AIRLINES. The president of the airline (judge) has asked your team to develop a marketing research plan to obtain information about consumer attitudes and opinions for business decision making.

ADVANTAGE has discovered that an intense focus on the highly efficient use of assets—planes, gates and employees—is a key to its profitability and its ability to offer low fares. ADVANTAGE’S industry-leading ability to turn around arriving planes and get them back in the air (20-minute turn) has been the benchmark of its low-cost operation. This focus on efficiency has become the company’s hallmark; it has paid off with 30 consecutive quarterly profits.

ADVANTAGE AIRLINES’ current operational policy states that there will be no seat assignments made in advance. The procedure is that all seat assignments are made on a first-come, first-service basis. There are three lines at the gate (A, B and C). Each passenger is assigned a line based on arrival time—A’s board first, C’s board last. To get a good seat, the airline’s passengers need to arrive at the airport very early. This unique open-seating policy is believed to have contributed to the impressive profits of ADVANTAGE AIRLINES, because most airlines in the industry with assigned seating policies are operating in the red. Many of the airline’s executives firmly believe that this policy has contributed to the success of the company, but there is currently no marketing research data to support this assumption. Executives note that a computer software system is not needed for seat assignments and boarding is extremely fast and efficient with the three-line procedure. In addition, there is little or no hassle for customers, as with other carriers, when it comes to seat up-grades, use of flier points, and possible discrimination issues. Currently, mostly students and vacationers, who are looking for efficiency and lower fares, travel ADVANTAGE. Some believe that business passengers choose other carriers because ADVANTAGE does not offer advance seating and first-class cabins for upgrades. One business executive called it “a flying bus with backpackers.”

The president (judge) wants your team to develop a marketing research plan that will obtain valid and reliable data about consumer attitudes and opinions. This information will help determine if the current seating policy needs to be changed to meet company objectives.

You will present your plan to the president of the airline (judge) in a meeting to take place in president’s (judge’s) office. The president (judge) will begin the meeting by greeting you and asking to hear your plan. After you have conducted your presentation and have answered the president’s (judge’s) questions, the president (judge) will conclude the meeting by thanking you for your expertise.

## JUDGE'S INSTRUCTIONS

You are to assume the role of president of ADVANTAGE AIRLINES. You have asked a marketing research team (participant team) to develop a marketing research plan to obtain information about consumer attitudes and opinions for business decision-making.

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You have asked the marketing research team (participant team) to develop a marketing research plan that will obtain valid and reliable data about consumer attitudes and opinions. This information is needed to determine if the current seating policy needs to be changed to meet company objectives.

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

After the marketing researchers (participant team) have presented their plan, you are to ask the following questions of each participant team:

1. What is test marketing?
2. How is marketing research limited?
3. Why is customer service important to the airline industry?

Once the marketing research team (participant team) has 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 direct.

*We thank you for your help.*

**JUDGE'S EVALUATION FORM**  
**TTDM**  
**STATE EVENT 2010**

**PERFORMANCE INDICATORS**

**DID THE PARTICIPANT:**

|   | <b>Exceeds<br/>Expectations</b> | <b>Meets<br/>Expectations</b> | <b>Below<br/>Expectations</b> | <b>Little/No<br/>Value</b> | <b>Judged<br/>Score</b> |
|---|---------------------------------|-------------------------------|-------------------------------|----------------------------|-------------------------|
| 1. Describe the need for marketing information?                                   | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 2. Explain the nature and scope of the marketing-information management function? | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 3. Assess information needs?  | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 4. Identify information monitored for marketing decision making?                  | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 5. Describe techniques for processing marketing information?                      | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 6. Set marketing goals and objectives?  | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 7. Demonstrate appropriate creativity?  | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |

**PRESENTATION**

|   | <b>Exceeds<br/>Expectations</b> | <b>Meets<br/>Expectations</b> | <b>Below<br/>Expectations</b> | <b>Little/No<br/>Value</b> | <b>Judged<br/>Score</b> |
|---|---------------------------------|-------------------------------|-------------------------------|----------------------------|-------------------------|
| 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 SCORE**

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