



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Marketing

**MARKETING MANAGEMENT
TEAM DECISION MAKING EVENT**

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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.

21st 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

- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.
- Explain the nature of marketing plans.
- Explain the concept of marketing strategies.
- Explain the role of customer service as a component of selling relationships.

CASE STUDY SITUATION

You are to assume the roles of marketing director and community relations manager for FAMILY MEDICAL CLINIC, a local health care facility associated with a regional hospital. The president of the board of directors (judge) has asked you to outline a marketing plan that will combat the loss of acute care patients to a retail walk-in medical clinic.

FAMILY MEDICAL CLINIC is home to twelve doctors with specialties in family medicine, internal medicine and pediatrics. The doctors keep office hours for patient appointments, out-patient procedures and consultations. In-patient procedures, surgeries and extensive lab work is completed at the regional hospital located near the clinic. The twelve doctors at FAMILY MEDICAL CLINIC are popular within the community and appointment times tend to fill up quickly. The clinic is open Monday through Friday, from 8:00AM until 5:00PM.

Just last year a national drugstore chain, TRUE-AID, opened three stores in the community. Each TRUE-AID location has a walk-in medical clinic inside the store. A nurse practitioner and a physician assistant staff the walk-in clinics. No appointments are necessary at the walk-in clinics and they are open seven days a week, 8:00AM – 8:00PM.

Since the opening of the TRUE-AID stores, FAMILY MEDICAL CLINIC has seen a significant decline in same-day appointments. Patients are choosing to use the TRUE-AID walk-in clinics for acute illnesses such as earaches, sore throats, allergies, colds and flus. Patients claim it is much easier to receive care at TRUE-AID than at FAMILY MEDICAL CLINIC. Patients also appreciate the one-stop shop; once a diagnosis is given the patient can purchase a prescription or over the counter medicine at the same location.

The president of the board of directors for FAMILY MEDICAL CLINIC (judge) has asked you to outline a marketing plan that will help the clinic win back patients from TRUE-AID. The president (judge) would like you to decide if any changes need to be made to the clinic and how the clinic can communicate its value to patients.

You will present your plan to the president (judge) in a role-play to take place in the president's (judge's) office. The 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 president's (judge's) questions, the president (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of president of the board of directors at FAMILY MEDICAL CLINIC, a local health care facility associated with a regional hospital. You have asked the marketing director and community relations director (participant team) to outline a marketing plan that will combat the loss of acute care patients to a retail walk-in medical clinic.

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You have asked the marketing director and community relations director (participant team) to outline a marketing plan that will help the clinic win back patients from TRUE-AID. You want the marketing director and community relations director (participant team) to decide if any changes need to be made to the clinic and how the clinic can communicate its value to patients.

The participant team will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

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

1. Why is it hard for people to accept that medical clinics are businesses?
2. What is one benefit that TRUE-AID offers that we simply cannot?
3. How can tell if your plan is successful?

Once the marketing director and community relations director (participant team) have presented the plan and have answered your questions, you will conclude the role-play by thanking the marketing director and community relations director (participant team) for the 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

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2016

INSTRUCTIONAL AREA
Marketing

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6	7-8	9-10	
4.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	
21st 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						