



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Marketing-Information Management

**AUTOMOTIVE SERVICES MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 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).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

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- Describe the need for marketing data.
- Identify data monitored for marketing decision making.
- Discuss the nature of sampling plans (i.e., who, how many, how chosen).
- Describe data-collection methods.
- Identify ways to track marketing-communications activities.

## EVENT SITUATION

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You are to assume the role of the director of market research for BLAND MOTOR COMPANY, a leading manufacturer of automobiles. The vice president of operations (judge) wants you to facilitate a research study to determine BLAND MOTOR COMPANY customers' and the general public's views on AM radio.

The majority of automobile manufacturers do not include AM radio as an option for electric vehicles. The electromagnetic interference from AM radio signals results in poor reception and quality in electric vehicles. There have been minimal complaints about the lack of AM radio in electric vehicles across all automobile manufacturers.

As BLAND MOTOR COMPANY starts to develop its latest models, the vice president of operations (judge) wants to take away AM radio in all models of vehicles. This would be a cost savings to BLAND MOTOR COMPANY, and the vice president of operations (judge) thinks that the majority customers would not miss it.

The only issue that concerns the vice president of operations (judge) is the United States uses AM radio as part of its emergency alert infrastructure. The vice president (judge) feels that with most drivers and passengers having smart phones, emergency alerts can be accessed through the phone along with internet and mobile apps. Vehicles also have FM radio capabilities and digital and satellite radio options.

Before making a final decision whether or not to include AM radio in the latest vehicle models, the vice president (judge) wants to collect data from past BLAND MOTOR COMPANY customers and from the general public on their feelings about AM radio. The vice president (judge) has asked you to design methods to collect data, determine specific data to collect, discuss a sampling plan and ways to track responses by method.

You will present the information to the vice president of operations (judge) in a role-play to take place in the vice president of operations' (judge's) office. The vice president of operations (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented information and have answered the vice president of operations' (judge's) questions, the vice president of operations (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

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You are to assume the role of the vice president of operations for BLAND MOTOR COMPANY, a leading manufacturer of automobiles. You want the director of market research (participant) to facilitate a research study to determine BLAND MOTOR COMPANY customers' and the general public's views on AM radio.

The majority of automobile manufacturers do not include AM radio as an option for electric vehicles. The electromagnetic interference from AM radio signals results in poor reception and quality in electric vehicles. There have been minimal complaints about the lack of AM radio in electric vehicles across all automobile manufacturers.

As BLAND MOTOR COMPANY starts to develop its latest models, you want to take away AM radio in all models of vehicles. This would be a cost savings to BLAND MOTOR COMPANY, and you think that the majority customers would not miss it.

The only issue that concerns you is the United States uses AM radio as part of its emergency alert infrastructure. You feel that with most drivers and passengers having smart phones, emergency alerts can be accessed through the phone along with internet and mobile apps. Vehicles also have FM radio capabilities and digital and satellite radio options.

Before making a final decision whether or not to include AM radio in the latest vehicle models, you want to collect data from past BLAND customers and from the general public on their feelings about AM radio. You have asked the director of market research (participant) to design methods to collect data, determine specific data to collect, discuss a sampling plan and ways to track responses by method.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

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

1. How could eliminating AM radio in vehicles affect AM radio stations?

2. Are there risks to BLAND MOTOR COMPANY if AM radio is eliminated?

Once the director of market research (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of market research (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## AUTOMOTIVE SERVICES MARKETING SERIES 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

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

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Marketing-Information Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the need for marketing data?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify data monitored for marketing decision making?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss the nature of sampling plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe data-collection methods?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify ways to track marketing-communications activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						