



## **CAREER CLUSTER**

Marketing

## **INSTRUCTIONAL AREA**

Product/Service Management

# **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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

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- Explain the nature and scope of the product/service management function.
- Identify product opportunities.
- Explain the nature of product/service branding.
- Describe factors used by marketers to position products/services.
- Explain the concept of market and market identification.
- Build and maintain relationships with customers.
- Explain key factors in building a clientele.

## CASE STUDY SITUATION

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You are to assume the roles of the director of product management and the marketing manager for AUTHENTIC, a social media app released in early 2022 that encourages users to share a selfie at a randomly selected time. The senior vice president (judge) wants your team to identify opportunities to expand the app that will keep it engaging and attract new users.

AUTHENTIC users are notified at a random time once every day. The user then has two minutes to take a selfie and at the same time an outward facing photograph. The app was designed to show authenticity in daily life as there are no filters or opportunities to edit photos. Users are able to connect with others, leave comments and reactions. Users are unable to see other users' daily photos until they post their own.

When AUTHENTIC was first released in early 2022, it was extremely popular, especially among high school students, with 15 million daily users. In early 2023, the number of daily users dropped to 13 million daily users. AUTHENTIC then added a new feature to the app, allowing users to add songs to the daily photo posts. While this helped maintain daily users for several months, the number of daily users has now dropped to 6 million.

The senior vice president (judge) not only wants current users to remain engaged, but also wants to gain new users. The senior vice president (judge) wants your team to identify new features or services that AUTHENTIC can add that will engage current users and attract new users. In addition, the senior vice president (judge) wants your team to identify how to best position AUTHENTIC with your recommended new features in marketing efforts to the target market.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the senior vice president's (judge's) questions, the senior vice president (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. Case Study Situation
3. Judge 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### **JUDGE CHARACTERIZATION**

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You are to assume the role of the senior vice president of AUTHENTIC, a social media app released in early 2022 that encourages users to share a selfie at a randomly selected time. You want the director of product management and the marketing manager (participant team) to identify opportunities to expand the app that will keep it engaging and attract new users.

AUTHENTIC users are notified at a random time once every day. The user then has two minutes to take a selfie and at the same time an outward facing photograph. The app was designed to show authenticity in daily life as there are no filters or opportunities to edit photos. Users are able to connect with others, leave comments and reactions. Users are unable to see other users' daily photos until they post their own.

When AUTHENTIC was first released in early 2022, it was extremely popular, especially among high school students, with 15 million daily users. In early 2023, the number of daily users dropped to 13 million daily users. AUTHENTIC then added a new feature to the app, allowing users to add songs to the daily photo posts. While this helped maintain daily users for several months, the number of daily users has now dropped to 6 million.

You not only want current users to remain engaged, but also want to gain new users. You want the director of product management and the marketing manager (participant team) to identify new features or services that AUTHENTIC can add that will engage current users and attract new users. In addition, you want the director of product management and the marketing manager (participant team) to identify how to best position AUTHENTIC with the recommended new features in marketing efforts to the target market.

The participants will present information 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. What are the risks involved with your recommendation?

2. Why do you think employers are not fans of AUTHENTIC?

Once the director of product management and the marketing manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of product management and the marketing manager (participant team) for the work.

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

## 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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### 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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## MARKETING MANAGEMENT TEAM DECISION MAKING 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

**INSTRUCTIONAL AREA:**  
Product/Service Management

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

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

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

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify product opportunities?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the nature of product/service branding?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
6.	Build and maintain relationships with customers?	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	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						