



## **CAREER CLUSTER**

Marketing

## **INSTRUCTIONAL AREA**

Promotion

# **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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- Describe the use of technology in the promotion function.
- Explain the role of promotion as marketing function.
- Identify communications channels used in sales promotion.
- Explain the components of advertisements.
- Explain the concept of marketing strategies.
- Explain factors that influence customer/client/business buying behavior.
- Describe factors used by businesses to position corporate brands.

## CASE STUDY SITUATION

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You are to assume the roles of the director of marketing and the promotional director for FAMILY FLASHBACK, a company that digitizes old tapes, films and pictures. The president of the company (judge) wants you to develop a special promotional tie-in with Sons and Daughters Days in September.

Many families have a plethora of old VHS tapes and movie films but lack the technology to view the special memories. FAMILY FLASHBACK provides customers with a safe shipping container that the customer fills with home movies and photos and ships it to FAMILY FLASHBACK. Once received, the company converts everything into digital formats. The finished product is available on the FAMILY FLASHBACK app and can be instantly streamed on Smart TVs. Customers are sent back all original materials.

The majority of FAMILY FLASHBACK customers are Generation X and older Millennials, ages 40-58 years old and female. This demographic tends to be the keeper of family mementos and archivists.

For the last several years, two lighthearted unofficial holidays have been popular on social media, especially Facebook. Daughters Day is celebrated on September 25 and Sons Day is celebrated on September 28. The day is celebrated by parents posting pictures of daughters and sons.

The president of FAMILY FLASHBACK (judge) feels that the daughters and sons days are a great time to promote the company. Parents will feel nostalgic as they search for photographs of children to post on the special days. A promotion targeting those parents could lead to sales.

The president (judge) wants your team to develop a special promotional tie-in with Daughters Day and Sons Day that will lead to new customers. The president wants you to include:

- Specific communications channels
- Outline of the advertisement components
- Marketing strategy that will lead to new customers
- Factors used to position the FAMILY FLASHBACK brand

You will present your ideas 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 ideas and have answered the president's (judge's) questions, the 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 president of FAMILY FLASHBACK, a company that digitizes old tapes, films and pictures. You want the director of marketing and the promotional director (participant team) to develop a special promotional tie-in with Sons and Daughters Days in September.

Many families have a plethora of old VHS tapes and movie films but lack the technology to view the special memories. FAMILY FLASHBACK provides customers with a safe shipping container that the customer fills with home movies and photos and ships it to FAMILY FLASHBACK. Once received, the company converts everything into digital formats. The finished product is available on the FAMILY FLASHBACK app and can be instantly streamed on Smart TVs. Customers are sent back all original materials.

The majority of FAMILY FLASHBACK customers are Generation X and older Millennials, ages 40-58 years old and female. This demographic tends to be the keeper of family mementos and archivists.

For the last several years, two lighthearted unofficial holidays have been popular on social media, especially Facebook. Daughters Day is celebrated on September 25 and Sons Day is celebrated on September 28. The day is celebrated by parents posting pictures of daughters and sons.

You feel that the daughters and sons days are a great time to promote the company. Parents will feel nostalgic as they search for photographs of children to post on the special days. A promotion targeting those parents could lead to sales.

You want the director of marketing and the promotional director (participant team) to develop a special promotional tie-in with Daughters Day and Sons Day that will lead to new customers. You want the director of marketing and the promotional director (participant team) to include:

- Specific communications channels
- Outline of the advertisement components
- Marketing strategy that will lead to new customers
- Factors used to position the FAMILY FLASHBACK brand

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. Is there a way we can track new customers that we gained through your promotion?
2. How often should we respond to comments left on our social media posts?

Once the director of marketing and the promotional director (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of marketing and the promotional director (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 1

### INSTRUCTIONAL AREA: Promotion

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

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

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

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the use of technology in the promotion function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the components of advertisements?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
7.	Describe factors used by businesses to position corporate brands?	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>						