



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Marketing-Information Management

BUSINESS SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

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

21st CENTURY SKILLS

- 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

- 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

You are to assume the role of the director of marketing at CLARIFIED, a commercial cleaning business in a large city. The owner of the business (judge) wants you to facilitate research to determine current and potential clients' views on all-natural cleaning products and price sensitivity.

CLARIFIED is one of the leading commercial cleaning companies in the city. CLARIFIED offers contract-based cleaning services to clients offering either daily, weekly or twice a month services. The services include emptying all trash and recycling, sweeping, vacuuming, mopping, dusting, thorough cleanings of all restrooms, kitchens, breakrooms and meeting spaces.

In the past year, several clients have inquired about all-natural cleaning products. CLARIFIED currently uses traditional cleaning products that contain chemicals and cleaning agents that are tough on dirt and grime, but not natural. The traditional cleaning products leave the spaces sanitized. All natural products take more time and work. The products do not break down dirt and grime as quickly and require more cleaning power from the CLARIFIED employee. In addition, the all-natural products cost almost double the price of traditional cleaning products.

Before investing in all-natural cleaning products, the owner (judge) wants to know if enough clients are willing to pay more for the special products and an increase in cleaning fees due to the additional time and cleaning power from the employees. The owner (judge) wants you to develop a tool that will help determine current clients' views on all-natural cleaning products and price sensitivity. The owner (judge) would also like to include potential clients.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st 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

You are to assume the role of the owner of CLARIFIED, a commercial cleaning business in a large city. You want the director of marketing (participant) to facilitate research to determine current and potential clients' views on all-natural cleaning products and price sensitivity.

CLARIFIED is one of the leading commercial cleaning companies in the city. CLARIFIED offers contract-based cleaning services to clients offering either daily, weekly or twice a month services. The services include emptying all trash and recycling, sweeping, vacuuming, mopping, dusting, thorough cleanings of all restrooms, kitchens, breakrooms and meeting spaces.

In the past year, several clients have inquired about all-natural cleaning products. CLARIFIED currently uses traditional cleaning products that contain chemicals and cleaning agents that are tough on dirt and grime, but not natural. The traditional cleaning products leave the spaces sanitized. All natural products take more time and work. The products do not break down dirt and grime as quickly and require more cleaning power from the CLARIFIED employee. In addition, the all-natural products cost almost double the price of traditional cleaning products.

Before investing in all-natural cleaning products, you want to know if enough clients are willing to pay more for the special products and an increase in cleaning fees due to the additional time and cleaning power from the employees. You want the director of marketing (participant) to develop a tool that will help determine current clients' views on all-natural cleaning products and price sensitivity. You would also like to include potential clients.

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. Why do some people prefer all-natural cleaning products?
2. Are there any risks involved with not offering all-natural cleaning products?

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

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

EVALUATION INSTRUCTIONS

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 th 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 th 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 th percentile of business personnel performing this performance indicator.



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JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Marketing-Information Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
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	
21st CENTURY SKILLS						
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	
TOTAL SCORE						