



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Market Planning

**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 of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Explain the role of situation analysis in the marketing planning process.
- Explain the nature of product/service branding.
- Explain key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.

## CASE STUDY SITUATION

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You are to assume the roles of the director of marketing and the marketing specialist for COMMIT, a company that sells or leases lockable pouches for mobile phones for phone-free spaces. The owner of the company (judge) wants your team to choose a new market for the product and create a marketing plan that will introduce COMMIT to the new market and build clientele.

COMMIT is a lockable pouch that holds a mobile phone or smart watch in a phone free environment. The pouch can be unlocked at any time in a designated area by simply placing the COMMIT pouch on an unlocking device. The COMMIT pouch holding the mobile phone or smart watch is in the owner's possession at all times and is completely safe.

When COMMIT first hit the market in 2021, its primary target markets were schools and various venues. The various venues include clubs, concert halls, theaters and other places where performances should not be interrupted by phones or are not meant to be recorded. As attendees enter the venue, staff helps place the phones in a COMMIT pouch and shows them where the unlocking devices and phone use areas are located. The owner has possession of the COMMIT pouch but it cannot be accessed while in the phone-free space.

Schools and venues absolutely love COMMIT. Venues typically lease enough COMMIT pouches for the venue capacity and school districts either purchase or lease enough for all high school classrooms.

The marketing team is still reaching out to venues and school districts to market and promote COMMIT, however the owner (judge) feels that the company would benefit from widening its market. The owner (judge) wants you to determine a new market that would benefit from COMMIT and maintaining phone-free space. Next, the owner (judge) wants your team to develop a marketing plan that will introduce COMMIT to the new market and build clientele.

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 your 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**

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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 owner of COMMIT, a company that sells or leases lockable pouches for mobile phones for phone-free spaces. You want the director of marketing and the marketing specialist (participant team) to choose a new market for the product and create a marketing plan that will introduce COMMIT to the new market and build clientele.

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Schools and venues absolutely love COMMIT. Venues typically lease enough COMMIT pouches for the venue capacity and school districts either purchase or lease enough for all high school classrooms.

The marketing team is still reaching out to venues and school districts to market and promote COMMIT, however you feel that the company would benefit from widening its market. You want the director of marketing and the marketing specialist (participant team) to determine a new market that would benefit from COMMIT and maintaining phone-free space. Next, you want the director of marketing and the marketing specialist (participant team) to develop a marketing plan that will introduce COMMIT to the new market and build clientele.

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. We typically sell our products to businesses. What success could we have with regular consumers?
2. What are the risks involved with the market you suggested?

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

### INSTRUCTIONAL AREA: Market Planning

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

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

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

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the nature of product/service branding?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
7.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21 <sup>st</sup> 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						