



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Market Planning

BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Generate product ideas.
- Explain the nature of marketing planning.
- 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.
- Identify communications channels used in sales promotion.

CASE STUDY SITUATION

You are to assume the roles of the director of merchandising and the director of marketing for SWEET TOOTH DONUTS, a chain of donut shops that also sells premium coffee and other beverages. The senior vice president (judge) wants you to expand on a successful new product launch last autumn by generating a new product and determining how to best market its launch.

Last autumn, SWEET TOOTH DONUTS took advantage of the popular seasonal flavor of pumpkin spice and created a one-of-a-kind product. The new frozen beverage combined flavors of pumpkin spice, coffee, caramel and was blended with bits of SWEET TOOTH'S pumpkin donut. SWEET TOOTH partnered with a hip, young female rapper and named the drink after her. The rap star was featured in all advertising and marketing efforts and the product became a huge hit.

Executives at SWEET TOOTH DONUTS were ecstatic with the success of the new product and how the partnership with the young rapper refreshed the SWEET TOOTH brand as fun and fresh. It gave SWEET TOOTH the connection with a younger demographic that it has struggled with in the past.

The senior vice president (judge) wants to expand on that success and have SWEET TOOTH DONUTS launch another new product for a different season. The new product does not have to be a beverage. The senior vice president (judge) wants your team to:

- Generate a new seasonal product for a chosen season
- Choose a target market for the new product
- Provide ideas for a celebrity partner that fits with chosen target market
- Identify possible internal and external challenges/threats
- Provide other key factors in marketing plan: marketing strategies, communications channels, branding

You will present your ideas to the senior vice president (judge) in a meeting to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the meeting 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 meeting 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. 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

You are to assume the role of the senior vice president for SWEET TOOTH DONUTS, a chain of donut shops that also sells premium coffee and other beverages. You want the director of merchandising and the director of marketing (participant team) to expand on a successful new product launch last autumn by generating a new product and determining how to best market its launch.

Last autumn, SWEET TOOTH DONUTS took advantage of the popular seasonal flavor of pumpkin spice and created a one-of-a-kind product. The new frozen beverage combined flavors of pumpkin spice, coffee, caramel and was blended with bits of SWEET TOOTH'S pumpkin donut. SWEET TOOTH partnered with a hip, young female rapper and named the drink after her. The rap star was featured in all advertising and marketing efforts and the product became a huge hit.

Executives at SWEET TOOTH DONUTS were ecstatic with the success of the new product and how the partnership with the young rapper refreshed the SWEET TOOTH brand as fun and fresh. It gave SWEET TOOTH the connection with a younger demographic that it has struggled with in the past.

You want to expand on that success and have SWEET TOOTH DONUTS launch another new product for a different season. The new product does not have to be a beverage. You want the director of merchandising and the director of marketing (participant team) to:

- Generate a new seasonal product for a chosen season
- Choose a target market for the new product
- Provide ideas for a celebrity partner that fits with chosen target market
- Identify possible internal and external challenges/threats
- Provide other key factors in marketing plan: marketing strategies, communications channels, branding

The participant team 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 team 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. Explain why you feel another celebrity partner is needed or not needed?
2. Will the new fans we gained by our pumpkin spice drink be excited about your product?

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

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

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



BUYING AND MERCHANDISING TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

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.	Generate product ideas?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of marketing planning?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the nature of product/service branding?	0-1-2-3	4-5-6	7-8	9-10	
7.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
21st 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						