

# Launch211 Competitive Events Guidelines

## Marketing



The **Marketing Role Play** invites you to step into the role of **expert marketing consultants** who must rapidly solve a critical, real-world business dilemma. Participants are tasked with analyzing complex situations, such as expanding into new markets or combating aggressive competition, and applying their knowledge of core marketing fundamentals to develop a viable and comprehensive strategy.

You will be able to articulate and present your innovative solutions to a business executive (the judge), and you must show professional judgment, organized ideas, and outstanding communication skills while defending your strategic recommendations in a high-pressure environment. This event is designed to test your ability to connect company actions with results and develop effective strategies for complex market challenges.

### Event Overview

<b>Event Type</b>	Role Play
<b>Team Size</b>	1- 3 members
<b>Event Elements</b>	Role Play Presentation

### Knowledge Areas

- Marketing Fundamentals
- Market Planning
- Marketing-Information Management
- Market Research & Competitive Analysis
- Target Markets & Segmentation
- Product/Service Management
- Channel & Inventory Management
- Pricing
- Promotion
- Customer Service & Experience

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### *Required Competition Items*

	Items Competitors Must Provide	Items We Provide
Role Play		<ul style="list-style-type: none"><li>• Two notecards per competitor</li><li>• Pencil</li><li>• Secret role play/scenario</li></ul>

### *Event Administration*

This event consists of a single role play presentation.

### Role Play Details

#### **Timing Structure**

Phase	Duration	Specific Procedure and Requirements
<b>Preparation Time</b>	<b>20 minutes</b>	Participants review the secret role play scenario/case study provided on-site. A single copy of the scenario is provided and must be shared among team members. A one-minute warning will be provided.
<b>Presentation</b>	<b>7 minutes</b>	The team delivers their analysis, recommendations, and rationale to the judge. The timekeeper provides a 1-minute warning and then indicates when time is up. At that point participants <b>must stop immediately</b> .
<b>Question &amp; Answer (Q&amp;A)</b>	<b>3 minutes</b>	The judge asks standard questions plus any team-specific questions to determine understanding. Every team member must participate by responding to at least one question during this session.

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### Role Play Prompt

- Secret role-play prompt/scenario provided on-site in allotted time.
- Refer to the [Official Launch 211 Site](#) for preparation material and sample prompts
- Competitors will be provided with a single copy of a management-related scenario or problem at the beginning of their assigned preparation time.
- This copy must be shared among team members
- Copy may only be accessed within the designated preparation area.

### Notecard Use

- Each competitor will receive two notecards for use during preparation and the presentation.
- Information may be written on both sides. Notecards will be collected after the role play.

### Materials

- No technology, reference materials, visuals, or props may be used.

### Confidentiality

- To maintain fairness, competitors must not discuss or share the role play prompt until the event concludes.

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### Scoring and Evaluation

The total score for the event is **100 points**. The evaluation is split into two weighted categories: Response Criteria (20%), Performance Indicators (50%) and Presentation Criteria (30%).

#### I. Response Criteria - 20 Points

- The Response Criteria evaluate the participant's ability to analyze the business situation and develop strategic recommendations.
- The judges evaluate 2 specific criteria:
  - Demonstrates understanding of the role play and defines the business objectives
  - Identifies logical solution and develops implementation plan
- Each of the 2 criteria is worth a maximum of 10 points.

#### II. Performance Indicators – 50 Points

- Performance Indicators are the technical evaluation criteria, reflecting how well participants apply the core marketing concepts outlined in the knowledge areas (e.g., Market Planning, Pricing, Promotion, etc.).
- The judge evaluates 5 specific Performance Indicators relevant to the scenario.
- Each of the 5 Performance Indicators is worth a maximum of 10 points.

#### III. Presentation Criteria – 30 Points

- The Presentation Criteria evaluate the professional quality of the delivery and critical thinking demonstrated by the team.
- The judges evaluate 3 specific criteria:
  - Statements are well-organized and clearly stated; demonstrates preparedness?
  - Consistently display confidence, poised body language, engaging eye contact, and effective voice projection?
  - Demonstrates the ability to effectively answer the judges' questions?
- Each of the 3 criteria is worth a maximum of 10 points.

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### Study Guide: Knowledge Areas and Objectives for Performance Indicators

#### A. Marketing Fundamentals

1. Explain the main functions and purposes of marketing goods and services
2. Describe strategies for reaching new and emerging markets
3. Explain marketing and its importance in a global economy
4. Explain the need for professional and ethical standards in marketing
5. Explain factors that influence customer/client/business buying behavior
6. Describe connections between company actions and results
7. Explain the role of marketing in connecting products, services, and consumers
8. Explain the purpose and importance of promotion and advertising

#### B. Market Planning

1. Explain what marketing planning involves and identify the key elements needed for success
2. Explain the concept of marketing strategies
3. Explain the concept of markets and market identification
4. Explain why a marketing plan is necessary and outline its essential components
5. Explain the role of situation analysis in marketing planning
6. Explain the nature and purpose of marketing planning
7. Identify the key components of an effective marketing plan

#### C. Marketing-Information Management

1. Identify data monitored for marketing decisions
2. Explain the nature of marketing research
3. Describe the methods businesses use to collect data
4. Explain general ways marketing data supports business decisions
5. Describe methods used to measure marketing effectiveness

#### D. Market Research & Competitive Analysis

1. Explain how to conduct a competitive analysis to find market opportunities
2. Identify product opportunities for market success
3. Describe the general steps in analyzing competitors

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### **E. Target Markets & Segmentation**

1. Explain the concept and importance of target market identification
2. Describe consumer and market segmentation strategies
3. Explain how target markets are applied in marketing decision-making
4. Identify general ways to group customers for marketing

### **F. Product/Service Management**

1. Explain the concept of the product mix
2. Describe the considerations involved in managing product offerings
3. Identify product positioning factors that contribute to competitive success
4. Explain the role of product/service branding

### **G. Channel & Inventory Management**

1. Explain what distribution channels are and their main functions
2. Describe how distribution channels move products to consumers
3. Explain the importance of inventory management in retail
4. Describe general considerations for product availability and flow

### **H. Pricing**

1. Explain the main considerations when developing pricing strategies
2. Explain factors affecting pricing decisions
3. Describe the implementation of pricing decisions
4. Explain pricing's role in perceived value and market positioning

### **I. Promotion**

1. Describe promotional strategies used to attract and retain customers
2. Explain the role of advertising in achieving marketing objectives
3. Describe how community partnerships can be used to increase brand awareness
4. Identify the elements of the promotional mix
5. Explain types of advertising media

### **J. Customer Service & Experience**

1. Explain the role of customer service in brand image and market positioning
2. Identify the purposes of customer-focused efforts in business
3. Describe how customer-related factors can affect business performance