



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 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

- Explain the role of promotion as a marketing function.
- Identify types of public-relations activities.
- Discuss internal and external audiences for public-relations activities.
- Explain communications channels used in public-relations activities.
- Explain the concept of market and market identification.
- Describe factors used by businesses to position corporate brands.
- Build and maintain relationships with customers.

CASE STUDY SITUATION

You are to assume the roles of the public relations director and the customer relations director for SCOOPS CREAMERY, a company that manufactures ice cream. The president of the company (judge) wants you to make plans for the company's 100th anniversary.

SCOOPS CREAMERY was founded in 1923 in the small town of Little Falls. The company has grown in the last 99 years to include 25 year-round ice cream flavors and five seasonal flavors. SCOOPS CREAMERY is sold at hundreds of retailers across the region and consistently wins awards for customer choice.

The town of Little Falls has 17,000 people and a majority are employed by SCOOPS. The town prides itself on the company and SCOOPS gives back by sponsoring many local events. SCOOPS offers tours of the creamery with free samples at the conclusion of the tour.

The company's 100th anniversary is approaching, and the president of the company (judge) wants to celebrate. The president (judge) wants your team to plan events to commemorate the anniversary. The president (judge) wants you to include plans that will target three different markets:

- Residents of Little Falls
- SCOOPS CREAMERY employees
- Customers

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

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 president of SCOOPS CREAMERY, a company that manufactures ice cream. You want the public relations director and the customer relations director (participant team) to make plans for the company's 100th anniversary.

SCOOPS CREAMERY was founded in 1923 in the small town of Little Falls. The company has grown in the last 99 years to include 25 year-round ice cream flavors and five seasonal flavors. SCOOPS CREAMERY is sold at hundreds of retailers across the region and consistently wins awards for customer choice.

The town of Little Falls has 17,000 people and a majority are employed by SCOOPS. The town prides itself on the company and SCOOPS gives back by sponsoring many local events. SCOOPS offers tours of the creamery with free samples at the conclusion of the tour.

The company's 100th anniversary is approaching, and you want to celebrate. You want the public relations director and the customer relations director (participant team) to plan events to commemorate the anniversary. You want the public relations director and the customer relations director (participant team) to include plans that will target three different markets:

- Residents of Little Falls
- SCOOPS CREAMERY employees
- Customers

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. How will your ideas be good for Little Falls' economy?
2. Why do companies like to give back to their local communities?

Once the public relations director and the customer relations director (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the public relations director and the customer relations 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

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.



MARKETING MANAGEMENT TEAM DECISION MAKING 2023

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Promotion

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify types of public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
3.	Discuss internal and external audiences for public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain communications channels used in public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe factors used by businesses to position corporate brands?	0-1-2-3	4-5-6	7-8	9-10	
7.	Build and maintain relationships with customers?	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						