



## **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 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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- Generate product ideas.
- Explain the concept of product mix.
- Describe factors used by marketers to position products/services.
- 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.

## **CASE STUDY SITUATION**

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You are to assume the roles of the director of merchandising and the director of marketing for GO GAMES, a chain of retail stores that sell video games and gaming merchandise. The vice president (judge) wants you to generate product ideas that will result in an increase in sales among the primary target market.

GO GAMES sells a large variety of video games and accessories. The retailer also has a unique trade-in program that allows customers to either sell back or trade in used games for store credit. The primary target market is young males with considerable free time.

In 2010, GO GAMES attempted to widen its customer base by adding smartphones and related accessories to store merchandise. The attempt was not successful, and the smartphones and accessories were removed from stores in 2013.

The vice president (judge) wants to try adding merchandise again. Rather than adding merchandise that will attract new customers, the vice president (judge) wants to add products that target the primary market.

The vice president (judge) wants your team to first generate product ideas that will target young males with considerable free time. Next, the vice president (judge) wants you to develop marketing planning that will include a situation analysis and specific marketing strategies targeted to the primary market.

You will present your ideas to the vice president (judge) in a meeting to take place in the vice president's (judge's) office. The 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 vice president's (judge's) questions, the vice president (judge) will conclude the meeting 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 vice president of GO GAMES, a chain of retail stores that sell video games and gaming merchandise. You want the director of merchandising and the director of marketing (participant team) to generate product ideas that will result in an increase in sales among the primary target market.

GO GAMES sells a large variety of video games and accessories. The retailer also has a unique trade-in program that allows customers to either sell back or trade in used games for store credit. The primary target market is young males with considerable free time.

In 2010, GO GAMES attempted to widen its customer base by adding smartphones and related accessories to store merchandise. The attempt was not successful, and the smartphones and accessories were removed from stores in 2013.

You want to try adding merchandise again. Rather than adding merchandise that will attract new customers, you want to add products that target the primary market.

You want the director of merchandising and the director of marketing (participant team) to first generate product ideas that will target young males with considerable free time. Next, you want the director of merchandising and the director of marketing (participant team) to develop marketing planning that will include a situation analysis and specific marketing strategies targeted to the primary market.

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. Why will your product ideas be more successful than when we tried selling smartphones?
2. How can we promote the new merchandise to customers?

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**

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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.



## BUYING AND MERCHANDISING TEAM DECISION MAKING 2023

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA:**  
Market Planning

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

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

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Generate product ideas?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe factors used by businesses to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of marketing planning?	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.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						