



## **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 role of situation analysis in the marketing planning process.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Explain the nature of effective communications.
- Reinforce service orientation through communication.
- Explain communications channels used in public-relations activities.

## **CASE STUDY SITUATION**

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You are to assume the roles of the marketing director and the outreach coordinator for SENDING SENIORS SMILES, a nonprofit organization that aims to reduce social isolation among senior citizens. The executive director (judge) wants your team to develop a marketing plan for an upcoming event.

SENDING SENIORS SMILES works with various senior living, assisted-living and nursing homes across the United States and Canada to find residents that are without regular social interaction from visitors. The organization also works with volunteers that agree to send handwritten letters or cards to the identified seniors. Volunteers are under no obligation to send a set amount of correspondence and can choose how many seniors and how often they want to participate. Once registered online, the volunteer simply clicks to receive a name and address of a senior.

Currently, SENDING SENIORS SMILES has just over 2,000 seniors participating in the program and 1,000 volunteers. Of the 1,000 volunteers, roughly half are active and participate in sending correspondence each month. The organization has relied on word-of-mouth and a Facebook page for promotion.

April is Card and Letter Writing Month. The executive director (judge) feels that April marks an excellent opportunity to gain new volunteers. The executive director (judge) wants your team to develop a marketing plan for the month of April that will result in recruiting new volunteers. The marketing plan must include:

- Situation analysis of SENDING SENIORS SMILES
- Identification of primary and secondary target markets
- Specific marketing strategies
- Communications channels
- Samples of effective communication

You will present your ideas to the executive director (judge) in a role-play to take place in the executive director's (judge's) office. The executive director (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 executive director's (judge's) questions, the executive director (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 executive director of SENDING SENIORS SMILES, a nonprofit organization that aims to reduce social isolation among senior citizens. You want the marketing director and the outreach coordinator (participant team) you to develop a marketing plan for an upcoming event.

SENDING SENIORS SMILES works with various senior living, assisted-living and nursing homes across the United States and Canada to find residents that are without regular social interaction from visitors. The organization also works with volunteers that agree to send handwritten letters or cards to the identified seniors. Volunteers are under no obligation to send a set amount of correspondence and can choose how many seniors and how often they want to participate. Once registered online, the volunteer simply clicks to receive a name and address of a senior.

Currently, SENDING SENIORS SMILES has just over 2,000 seniors participating in the program and 1000 volunteers. Of the 1000 volunteers, roughly half are active and participate in sending correspondence each month. The organization has relied on word-of-mouth and a Facebook page for promotion.

April is Card and Letter Writing Month. You feel that April marks an excellent opportunity to gain new volunteers. You want the marketing director and the outreach coordinator (participant team) to develop a marketing plan for the month of April that will result in recruiting new volunteers. The marketing plan must include:

- Situation analysis of SENDING SENIORS SMILES
- Identification of primary and secondary target markets
- Specific marketing strategies
- Communications channels
- Samples of effective communication

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. Which aspects of your plan can we use year-round and not just in April?
2. What are the risks involved in your marketing plan?

Once the marketing director and the outreach coordinator (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the marketing director and the outreach coordinator (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 2025

**JUDGE'S EVALUATION FORM**  
ASSOCIATION EVENT 2

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.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the role of situation analysis in the marketing planning process?	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 nature of effective communications?	0-1-2-3	4-5-6	7-8	9-10	
6.	Reinforce service orientation through communication?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain communications channels used in public-relations activities?	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>						