



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Product/Service Management

**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 corporate branding.
- Describe factors used by businesses to position corporate brands.
- Describe factors used by marketers to position products/services.
- Identify customer touch points.
- Discuss motivational theories that impact buying behavior.
- Explain the role of promotion as a marketing function.
- Maintain customer records.

## CASE STUDY SITUATION

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You are to assume the roles of the sponsorship director and the marketing director for PITMASTER GENERAL, a traveling five-hour class that teaches the art of smoking meats and vegetables. The executive director (judge) wants your team to develop a sponsorship package to offer potential corporate sponsors at each location.

PITMASTER GENERAL was created in response to the popularity of grilling and smoking various meats, seafood and vegetables. PITMASTER GENERAL will travel to 20 different cities from June to November and hold classes on Saturdays in various outdoor venues. Each class will be approximately five hours in length, with four hours focused on prepping and smoking various meats and one hour focused on creating amazing vegetable side dishes. The objective is for each participant to leave the class knowing how to successfully work a pit and create an amazing meal.

Participants must register and pay the \$129 class fee on the PITMASTER GENERAL website or on the mobile app. Registration requires the participant's name, email address and mobile phone number, and date/location of PITMASTER GENERAL class. Each participant receives a PITMASTER GENERAL notebook and pen upon arrival to the class and handouts with printed instructions and directions of the lessons. At the end of the session, all participants are sent follow-up surveys to rate their experience.

The executive director (judge) wants each class location to have a corporate sponsor, ideally a grocery store, that would supply all of the food products involved for the class. The executive director (judge) wants your team to determine what PITMASTER GENERAL can sell to the corporate sponsor in return for the sponsorship, including pre-class, at the class and after the class.

Your team will meet with the executive director of PITMASTER GENERAL (judge) to explain how the sponsorship will benefit the corporate sponsor. The executive director (judge) wants you to provide specific examples of integrating the sponsorship at customer touchpoints.

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 for PITMASTER GENERAL, a traveling five-hour class that teaches the art of smoking meats and vegetables. You want the sponsorship director and the marketing director (participant team) to develop a sponsorship package to offer potential corporate sponsors at each location.

PITMASTER GENERAL was created in response to the popularity of grilling and smoking various meats, seafood and vegetables. PITMASTER GENERAL will travel to 20 different cities from June to November and hold classes on Saturdays in various outdoor venues. Each class will be approximately five hours in length, with four hours focused on prepping and smoking various meats and one hour focused on creating amazing vegetable side dishes. The objective is for each participant to leave the class knowing how to successfully work a pit and create an amazing meal.

Participants must register and pay the \$129 class fee on the PITMASTER GENERAL website or on the mobile app. Registration requires the participant's name, email address and mobile phone number, and date/location of PITMASTER GENERAL class. Each participant receives a PITMASTER GENERAL notebook and pen upon arrival to the class and handouts with printed instructions and directions of the lessons. At the end of the session, all participants are sent follow-up surveys to rate their experience.

You want each class location to have a corporate sponsor, ideally a grocery store, that would supply all of the food products involved for the class. You want the sponsorship director and the marketing director (participant team) to determine what PITMASTER GENERAL can sell to the corporate sponsor in return for the sponsorship, including pre-class, at the class and after the class.

The sponsorship director and the marketing director (participant team) will meet with you to explain how the sponsorship will benefit the corporate sponsor. You want the sponsorship director and the marketing director (participant team) to provide specific examples of integrating the sponsorship at customer touchpoints.

During the course of the role-play, you are to ask the following questions of each participant team:

1. Why is it important for us to make sure a sponsor aligns with our mission before we accept them as a sponsor?
2. Are there any potential risks to being a corporate sponsor for us?

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

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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**  
ICDC PRELIMINARY

**INSTRUCTIONAL AREA:**  
Product/Service Management

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

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 corporate branding?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe factors used by businesses to position corporate brands?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify customer touch points?	0-1-2-3	4-5-6	7-8	9-10	
5.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
7.	Maintain customer records?	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>						