



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Promotion

AUTOMOTIVE SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of a promotional plan.
- Coordinate activities in the promotional mix.
- Explain the role of promotion as a marketing function.
- Communicate core values of product/service.
- Reinforce service orientation through communication.

EVENT SITUATION

You are to assume the role of a marketing specialist at AUTOALERT, a new mobile app that notifies users of safety and other recalls from motor vehicle manufacturers. The owner (judge) wants you to develop a promotional plan for the new service.

Each year, hundreds of thousands of vehicles are recalled due to safety concerns. Government agencies require automobile manufacturers to follow processes to notify customers of recalls. The automobile manufacturer must send a letter to owners' residences alerting them of the safety concern with instructions on how to receive the fix free of charge. Manufacturers' service centers are also aware of safety recalls, and when a vehicle is brought in for service, a quick scan of the vehicle's VIN will alert the service technician of the recall.

If the safety problem is not deemed hazardous enough to report through government agencies, manufacturers will announce a silent recall, directly offering the safety fix, but not publicizing through various agencies.

The owner of AUTOALERT (judge) created the mobile app after not being aware of a safety recall. The owner (judge) had changed addresses several times since purchasing the vehicle, so the letter was never received. The owner (judge) also realized there are many others that change addresses or do not take their vehicles to manufacturers' service centers for maintenance.

Users of AUTOALERT input their vehicles' VIN or year, make and model into the app and anytime an official recall or a silent recall is issued, the user is notified.

The owner (judge) wants you to create a promotional plan that will inform vehicle owners of AUTOALERT. The promotional plan must include two activities in the promotional mix.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented information and have answered the owner's (judge's) questions, the owner (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. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the owner of AUTOALERT, a new mobile app that notifies users of safety and other recalls from motor vehicle manufacturers. You want the marketing specialist (participant) to develop a promotional plan for the new service.

Each year, hundreds of thousands of vehicles are recalled due to safety concerns. Government agencies require automobile manufacturers to follow processes to notify customers of recalls. The automobile manufacturer must send a letter to owners' residences alerting them of the safety concern with instructions on how to receive the fix free of charge. Manufacturers' service centers are also aware of safety recalls, and when a vehicle is brought in for service, a quick scan of the vehicle's VIN will alert the service technician of the recall.

If the safety problem is not deemed hazardous enough to report through government agencies, manufacturers will announce a silent recall, directly offering the safety fix, but not publicizing through various agencies.

You created the mobile app after not being aware of a safety recall. You had changed addresses several times since purchasing the vehicle, so the letter was never received. You also realized there are many others that change addresses or do not take their vehicles to manufacturers' service centers for maintenance.

Users of AUTOALERT input their vehicles' VIN or year, make and model into the app and anytime an official recall or a silent recall is issued, the user is notified.

You want the marketing specialist (participant) to create a promotional plan that will inform vehicle owners of AUTOALERT. The promotional plan must include two activities in the promotional mix.

The participant 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 and asking to hear about his/her ideas.

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

1. What communications channels are the best for this promotion?
2. How long do we run with this promotion?

Once the marketing specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing specialist (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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.

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	Participant 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	Participant 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	Participant 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	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



AUTOMOTIVE SERVICES MARKETING SERIES 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Coordinate activities in the promotional mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Reinforce service orientation through communication?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						