



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Market Planning

**AUTOMOTIVE SERVICES MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

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- Explain the nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Identify product's/service's competitive advantage.
- Identify communications channels used in sales promotion.

## EVENT SITUATION

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You are to assume the role of the director of marketing for CHASE CAR RENTAL, a car rental agency with over 3,000 locations nationwide. The senior vice president (judge) wants you to develop a marketing plan for a new sales endeavor.

CHASE CAR RENTAL has been in the car rental business for over 65 years. The agencies are located at airports and in cities. With many national and regional car rental brands and the popularity of rideshare, CHASE CAR RENTAL has seen a decline in rentals in most locations. To make up for the loss in revenue, CHASE CAR RENTAL executives have developed a new vehicle subscription service, *Chase Subscribes*.

*Chase Subscribes* customers will pay a one-time enrollment fee of \$500.00. The monthly subscription fee is determined by the type of vehicle chosen. The monthly fee includes insurance, maintenance and roadside assistance. Customers are allowed 1,500 miles per month, with any unused miles rolled over into the next month. Any mileage over 1,500 will be charged 40 cents per mile. *Chase Subscribes* allows customers to switch vehicles up to three times a month.

*Chase Subscribes* allows customers to choose from all vehicle types including luxury, SUV, mini-van, trucks, hybrid and electric vehicles.

The senior vice president (judge) wants you to develop a marketing plan to introduce *Chase Subscribes* to the public. The plan should include the target markets, marketing strategies and communications channels.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented information and have answered the senior vice president's (judge's) questions, the senior vice president (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. 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

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You are to assume the role of the senior vice president for CHASE CAR RENTAL, a car rental agency with over 3,000 locations nationwide. You want the director of marketing (participant) to develop a marketing plan for a new sales endeavor.

CHASE CAR RENTAL has been in the car rental business for over 65 years. The agencies are located at airports and in cities. With many national and regional car rental brands and the popularity of rideshare, CHASE CAR RENTAL has seen a decline in rentals in most locations. To make up for the loss in revenue, CHASE CAR RENTAL executives have developed a new vehicle subscription service, *Chase Subscribes*.

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*Chase Subscribes* allows customers to choose from all vehicle types including luxury, SUV, mini-van, trucks, hybrid and electric vehicles.

You want the director of marketing (participant) to develop a marketing plan to introduce *Chase Subscribes* to the public. The plan should include the target markets, marketing strategies and communications channels.

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 are the risks associated with this subscription service?
2. Will the new service take away business from our car rental agencies?

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

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

## 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.

### 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## AUTOMOTIVE SERVICES MARKETING SERIES 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

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

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

### INSTRUCTIONAL AREA: Market Planning

Did the participant:		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	9-10-11	12-13-14	
2.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						