



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service Management

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the concept of product mix.
- Describe factors used by businesses to position corporate brands.
- Describe the role of customer voice in branding.
- Develop positioning concept for a new product idea.
- Explain the concept of market and market identification.

EVENT SITUATION

You are to assume the role of the merchandising manager at GALAXY MOTORS, a manufacturer and marketer of automobiles. The director of branding (judge) wants you to generate product ideas for the launch of GALAXY's first endeavor into branded merchandise.

GALAXY MOTORS has five models of vehicles ranging from a two-door coupe to a full-sized SUV. The company markets the vehicles to adventure seekers and people who love the outdoors. The vehicles are strong and stable enough to drive through rough terrain, come standard with equipment roof racks for easy transport and have versatile cargo space. All of GALAXY MOTORS advertising targets young men and women who love camping, hiking, biking, kayaking and looking for adventure.

The actual customers that purchase GALAXY MOTORS vehicles are women age 39-65 years old. Most of these customers are not using their GALAXY vehicle for outdoor adventures, but instead for everyday use. These customers love the safety features, the smooth ride and the great gas mileage. If you pass by a GALAXY vehicle on the road, chances are the driver will be a middle-aged woman.

The director of branding (judge) wants GALAXY MOTORS to begin selling merchandise inside the dealerships, much like luxury brand dealerships. The director (judge) wants the GALAXY merchandise to be products that will fit with corporate branding while also reflecting the customer's voice.

The director of branding (judge) wants you to generate a few product ideas that will be sold with the GALAXY logo at the dealerships. You must explain how the products will be positioned and if they target the expected market or the actual market.

You will present your ideas to the director of branding (judge) in a role-play to take place in the director of branding's (judge's) office. The director of branding (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented information and have answered the director of branding's (judge's) questions, the director of branding (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the director of branding at GALAXY MOTORS, a manufacturer and marketer of automobiles. You want the merchandising manager (participant) to generate product ideas for the launch of GALAXY's first endeavor into branded merchandise.

GALAXY MOTORS has five models of vehicles ranging from a two-door coupe to a full-sized SUV. The company markets the vehicles to adventure seekers and people who love the outdoors. The vehicles are strong and stable enough to drive through rough terrain, come standard with equipment roof racks for easy transport and have versatile cargo space. All of GALAXY MOTORS advertising targets young men and women who love camping, hiking, biking, kayaking and looking for adventure.

The actual customers that purchase GALAXY MOTORS vehicles are women age 39-65 years old. Most of these customers are not using their GALAXY vehicle for outdoor adventures, but instead for everyday use. These customers love the safety features, the smooth ride and the great gas mileage. If you pass by a GALAXY vehicle on the road, chances are the driver will be a middle-aged woman.

You want GALAXY MOTORS to begin selling merchandise inside the dealerships, much like luxury brand dealerships. You want the GALAXY merchandise to be products that will fit with corporate branding while also reflecting the customer's voice.

You want the merchandising manager (participant) to generate a few product ideas that will be sold with the GALAXY logo at the dealerships. The merchandising manager (participant) must explain how the products will be positioned and if they target the expected market or the actual market.

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. Besides our dealerships, where else could we sell the merchandise?
2. Why is it important that we put careful thought into our branded products?

Once the merchandising manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the merchandising manager (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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



AUTOMOTIVE SERVICES MARKETING SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of product mix.	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 the role of customer voice in branding.	0-1-2-3	4-5-6	7-8-9	10	
4.	Develop positioning concept for a new product idea.	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	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						