



AUTOMOTIVE SERVICES MARKETING SERIES EVENT

ASM-26
ICDC Preliminary 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning

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 nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Communicate core values of product/service.
- Describe factors used by marketers to position products/services.

EVENT SITUATION

You are to assume the role of the director of marketing for BENSON MOTORS, an automotive company. The senior vice president (judge) wants you to develop a marketing plan that persuades more females to purchase BENSON's *Gigatruck*, its newest model.

BENSON MOTORS is a relatively young automotive company, incorporated only 20 years ago. The auto company produces luxury electric and battery electric vehicles that are high-profile, sleek and trendy. At the height of its popularity a decade ago, owners enjoyed the prestige of owning a BENSON. During that time BENSON MOTORS targeted environmentally conscious, affluent men and women that appreciate automobiles.

In model year 2024, BENSON MOTORS debuted *Gigatruck*, a battery-electric powered full-size pickup truck. *Gigatruck* has a unique appearance, made of unpainted stainless steel body panels with a distinctive angular design. *Gigatruck* pricing starts at \$80,000. BENSON MOTORS began promoting *Gigatruck* in 2022 with marketing targeted to the male population. The excitement surrounding the vehicle resulted in a waitlist for the debut models.

Since its debut, the enthusiasm for BENSON MOTORS's *Gigatruck* has faded. The vehicle has gained a general dislike from the public with many feeling it is showy and even obnoxious. Over 75% of *Gigatruck* owners are men and of those surveyed, most feel it does not live up to a traditional pickup truck, instead a unique looking vehicle with a cargo bed.

In an attempt to rebrand, the senior vice president (judge) wants you to develop a marketing plan that will persuade more females to purchase a BENSON *Gigatruck*. The senior vice president (judge) knows that females purchase BENSON MOTORS vehicles and competitors' pickup trucks just as often as men, so wants the focus of this plan to target that demographic.

You will present your plan 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

JUDGE CHARACTERIZATION

You are to assume the role of the senior vice president for BENSON MOTORS, an automotive company. You want the director of marketing (participant) to develop a marketing plan that persuades more females to purchase BENSON's *Gigatruck*, its newest model.

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In an attempt to rebrand, you want the director of marketing (participant) to develop a marketing plan that will persuade more females to purchase a BENSON *Gigatruck*. You know that females purchase BENSON MOTORS vehicles and competitors' pickup trucks just as often as men, so want the focus of this plan to target that demographic.

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 communication channels are best for your marketing ideas?
2. Will this plan alienate our male audience?

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

- 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 ICDC PRELIMINARY EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Market Planning

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the concept of market and market identification.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the concept of marketing strategies.	0-1-2-3	4-5-6	7-8-9	10	
4.	Communicate core values of product/service.	0-1-2-3	4-5-6	7-8-9	10	
5.	Describe factors used by marketers to position products/services.	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						