



BUSINESS SERVICES MARKETING SERIES EVENT

BSM-26
Association Event 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Channel 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 nature and scope of channel management.
- Describe ethical considerations in channel management.
- Coordinate channel management with other marketing activities.
- Explain the nature of corporate branding.
- Identify product's/service's competitive advantage.

EVENT SITUATION

You are to assume the role of the marketing director at PRINT PRO, a commercial printing company. The owner (judge) wants you to analyze considerations in channel management and make a recommendation that will best suit the corporate brand.

PRINT PRO prints, binds documents, designs branded stationery and creates marketing collateral for businesses. There is one main production facility and several regional sales offices. Since the business began in 2020, the regional sales offices relied on the sales staff to secure clients from different business sectors. While this was successful, the owner (judge) felt that the quality of PRINT PRO was superior to other printing businesses and needed to widen its reach.

In 2023, PRINT PRO partnered with the national chain LEDGERS, and it became an authorized retailer of PRINT PRO products. Customers of LEDGERS are able to either bring orders into LEDGERS store locations or log into the LEDGERS website and customize orders for production by PRINT PRO. Orders are then delivered to the client directly or to the LEDGERS store location.

The channel relationship with LEDGERS has been successful, except that many of PRINT PRO's clients have been taking advantage of LEDGERS coupons and promo codes and bypassing PRINT PRO to order with LEDGERS for a discounted price. The various sales teams are upset because LEDGERS is taking clients. The owner (judge) is now considering offering lower prices than LEDGERS discounted prices for new customers.

You must determine if the relationship with LEDGERS is beneficial, if price wars are ethical and how PRINT PRO should continue, given the sales team's frustration.

You will present your recommendation 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 your ideas. After you have presented ideas 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

JUDGE CHARACTERIZATION

You are to assume the role of the owner of PRINT PRO, a commercial printing company. You want the marketing director (participant) to analyze considerations in channel management and make a recommendation that will best suit the corporate brand.

PRINT PRO prints, binds documents, designs branded stationery and creates marketing collateral for businesses. There is one main production facility and several regional sales offices. Since the business began in 2020, the regional sales offices relied on the sales staff to secure clients from different business sectors. While this was successful, you felt that the quality of PRINT PRO was superior to other printing businesses and needed to widen its reach.

In 2023, PRINT PRO partnered with the national chain LEDGERS, and it became an authorized retailer of PRINT PRO products. Customers of LEDGERS are able to either bring orders into LEDGERS store locations or log into the LEDGERS website and customize orders for production by PRINT PRO. Orders are then delivered to the client directly or to the LEDGERS store location.

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The marketing director (participant) must determine if the relationship with LEDGERS is beneficial, if price wars are ethical and how PRINT PRO should continue, given the sales team's frustration.

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. Why is it important to keep our sales teams happy?
2. How can PRINT PRO position itself as a premiere brand?

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



BUSINESS SERVICES MARKETING SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Channel Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of channel management.	0-1-2-3	4-5-6	7-8-9	10	
2.	Describe ethical considerations in channel management.	0-1-2-3	4-5-6	7-8-9	10	
3.	Coordinate channel management with other marketing activities.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the nature of corporate branding.	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify product's/service's competitive advantage.	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						