



BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT

CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Marketing-Information
Management

PARTICIPANT INSTRUCTIONS

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

You have up to 30 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 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, 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

- Describe the need for marketing data.
- Identify data monitored for marketing decision making.
- Discuss the nature of sampling plans (i.e., who, how many, how chosen).
- Describe data-collection methods.
- Explain the concept of market and market identification.

CASE STUDY SITUATION

You are to assume the roles of the director of market research and the director of merchandising for LUKA, a company that designs and markets running shoes. The senior vice president (judge) wants your team to gather marketing data from customers that will help develop the next line of LUKA sneakers.

LUKA sells several lines of running shoes for both men and women. The shoes were designed with a wider, oversized outsole with additional cushion than other running shoes to allow for faster running and stability. The shoes range in price from \$129.99 - \$299.99 based on type and are available in a variety of colors and patterns.

A report from a consumer tracker survey indicated that LUKA is the second best-selling running shoe on the market. The report indicated that females named LUKA as a top choice for running shoe; however, males named LUKA as a top choice for casual sneaker. Males prefer two other shoe brands for running but prefer LUKA as an everyday sneaker. Females prefer several other brands over LUKA as an everyday sneaker.

After reading the report, the senior vice president (judge) felt that more information was needed from both male and female customers before designing the next line of LUKA products. The senior vice president (judge) understands that LUKA has a way to go before being the top selling running shoe on the market, however, changes in design could be made that could lead to more males purchasing LUKA for running and females purchasing LUKA for an everyday sneaker.

The senior vice president (judge) wants to understand how LUKA shoes can better appeal to females as an everyday sneaker and to males as a running shoe. The senior vice president (judge) wants your team to gather marketing data from customers that will lead to the production of next season's LUKA line. Your team must:

- Determine sampling plan (who, how many, how chosen)
- Data needed, specific questions
- Data-collection methods
- Methods to encourage participation

You will present your ideas to the senior vice president (judge) in a meeting to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the senior vice president's (judge's) questions, the senior vice president (judge) will conclude the meeting by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the senior vice president for LUKA, a company that designs and markets running shoes. You want the director of market research and the director of merchandising (participant team) to gather marketing data from customers that will help develop the next line of LUKA sneakers.

LUKA sells several lines of running shoes for both men and women. The shoes were designed with a wider, oversized outsole with additional cushion than other running shoes to allow for faster running and stability. The shoes range in price from \$129.99 - \$299.99 based on type and are available in a variety of colors and patterns.

A report from a consumer tracker survey indicated that LUKA is the second best-selling running shoe on the market. The report indicated that females named LUKA as a top choice for running shoe; however, males named LUKA as a top choice for casual sneaker. Males prefer two other shoe brands for running but prefer LUKA as an everyday sneaker. Females prefer several other brands over LUKA as an everyday sneaker.

After reading the report, you felt that more information was needed from both male and female customers before designing the next line of LUKA products. You understand that LUKA has a way to go before being the top selling running shoe on the market, however, changes in design could be made that could lead to more males purchasing LUKA for running and females purchasing LUKA for an everyday sneaker.

You want to understand how LUKA shoes can better appeal to females as an everyday sneaker and to males as a running shoe. You want the director of market research and the director of merchandising (participant team) to gather marketing data from customers that will lead to the production of next season's LUKA line. The director of market research and the director of merchandising (participant team) must:

- Determine sampling plan (who, how many, how chosen)
- Data needed, specific questions
- Data-collection methods
- Methods to encourage participation

The participant team 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 team and asking to hear about their ideas.

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

1. How long should we collect market research?
2. Should we limit the questions to our main needs or should we use our participant sample to ask more questions about our pricing, promotions and marketing?

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

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

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 team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

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.



BUYING AND MERCHANDISING TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

INSTRUCTIONAL AREA:
Marketing-Information Management

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the need for marketing data.	0-1-2-3	4-5-6	7-8-9	10	
2.	Identify data monitored for marketing decision making.	0-1-2-3	4-5-6	7-8-9	10	
3.	Discuss the nature of sampling plans.	0-1-2-3	4-5-6	7-8-9	10	
4.	Describe data-collection methods.	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						