



MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Promotion

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

- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.
- Identify types of public-relations activities.
- Explain communications channels used in public-relations activities.
- Explain the concept of market and market identification.

CASE STUDY SITUATION

You are to assume the roles of the library director and the director of parks and recreation for CITY OF WESTGATE, a city with 60,000 people. The city manager (judge) wants your team to propose a public relations event for the community that will result in new volunteers for your departments.

CITY OF WESTGATE oversees both the public library and the parks and recreation department. The public library uses volunteers for a variety of tasks: shelving books, assisting with children's story time and craft sessions, assisting visitors with printing, preparing bulletin boards and displays, sorting donations and more. The parks and recreation department needs volunteers for coaching youth sports, park cleanups and assisting with many seasonal community activities.

Unfortunately, volunteerism has been steadily declining. CITY OF WESTGATE used to rely on senior citizens to volunteer at the library; however, many seniors in the area are still actively employed. The parks and recreation department relied on parents to coach youth sports, but most claim now to be too busy to commit to the many practices and games required.

Your team has made the city manager (judge) aware of the decline in volunteerism. The city manager (judge) feels that the best method to promote the need for volunteers is through a public relations event that will showcase both departments' needs.

The city manager (judge) wants your team to develop a public relations event that will showcase volunteer needs for both the public library and the parks and recreation department. The city manager (judge) wants your team to include methods to collect new volunteer information at the event, ways the event will be promoted to the community and specific target markets.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the city manager for CITY OF WESTGATE, a city with 60,000 people. You want the library director and the director of parks and recreation (participant team) to propose a public relations event for the community that will result in new volunteers for their departments.

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Unfortunately, volunteerism has been steadily declining. CITY OF WESTGATE used to rely on senior citizens to volunteer at the library; however, many seniors in the area are still actively employed. The parks and recreation department relied on parents to coach youth sports, but most claim now to be too busy to commit to the many practices and games required.

The library director and the director of parks and recreation (participant team) have made you aware of the decline in volunteerism. You feel that the best method to promote the need for volunteers is through a public relations event that will showcase both departments' needs.

You want the library director and the director of parks and recreation (participant team) to develop a public relations event that will showcase volunteer needs for both the public library and the parks and recreation department. You want the library director and the director of parks and recreation (participant team) to include methods to collect new volunteer information at the event, ways the event will be promoted to the community and specific target markets.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants 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 can each of your departments promote volunteer opportunities throughout the year?
2. How can we recognize the dedicated volunteers we do have at this event?

Once the library director and the director of parks and recreation (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the library director and the director of parks and recreation (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.



MARKETING MANAGEMENT TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Promotion

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function.	0-1-2-3	4-5-6	7-8-9	10	
2.	Identify the elements of the promotional mix.	0-1-2-3	4-5-6	7-8-9	10	
3.	Identify types of public-relations activities.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain communications channels used in public-relations activities.	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						