



MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Market Planning

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 nature of marketing planning.
- Explain the concept of market and market identification.
- Explain the role of situation analysis in the marketing planning process.
- Explain the concept of marketing strategies.
- Describe factors used by businesses to position corporate brands.

CASE STUDY SITUATION

You are to assume the roles of the director of revenue and the director of market planning for GOODY, a retail real estate developer. The president (judge) wants your team to engage in marketing planning for businesses that would be an ideal fit for a new development.

GOODY is a leasing and developing company that provides retail space in communities. The goal of GOODY is to curate an environment where residents genuinely enjoy spending their time. It is important that each space is a retail, food or beverage destination in the community. Not only is it important to the businesses, but it is also important to the residents of the community.

Recently, GOODY developed a retail space that is less than a mile from a new 55+ active adult living community in the closest commercially zoned area. All 150 residencies in the 55+ community have been sold and are already occupied or will be in the next three months. The community is on the outskirts of a suburb about 10-miles from any retail or food and beverage options, other than quick convenience stores.

The retail space developed by GOODY is a strip mall with three store fronts and one junior anchor. Each unit is 2,500 square feet and the junior anchor is 10,000 square feet. The president of GOODY (judge) wants your team to begin marketing planning for potential businesses to fill the strip mall that align with the residents of the 55+ community.

In addition, the president (judge) wants your team to develop a strategy for effectively marketing the retail space near the 55+ community to businesses.

You will present your ideas to the president (judge) in a role-play to take place in the president's (judge's) office. The president (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 president's (judge's) questions, the 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 president GOODY, a retail real estate developer. You want the director of revenue and the director of market planning (participant team) to engage in marketing planning for businesses that would be an ideal fit for a new development.

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The retail space developed by GOODY is a strip mall with three store fronts and one junior anchor. Each unit is 2,500 square feet and the junior anchor is 10,000 square feet. You want the director of revenue and the director of market planning (participant team) to begin marketing planning for potential businesses to fill the strip mall that align with the residents of the 55+ community.

In addition, you want the director of revenue and the director of market planning (participant team) to develop a strategy for effectively marketing the retail space near the 55+ community to businesses.

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. What other demographics will your prospective businesses attract?
2. If a prospective business on your team's list declines, which competitors would also be a good fit?

Once the director of revenue and the director of market planning (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of revenue and the director of market planning (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 ICDC PRELIMINARY

INSTRUCTIONAL AREA: Market Planning

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing planning.	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 role of situation analysis in the marketing planning process.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the concept of marketing strategies.	0-1-2-3	4-5-6	7-8-9	10	
5.	Describe factors used by businesses to position corporate brands.	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						