



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Economics

**MARKETING MANAGEMENT  
TEAM DECISION MAKING EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

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- Explain how organizations adapt to today's markets.
- Explain the nature of business ethics.
- Determine factors affecting business risk.
- Describe the functions of prices in markets.
- Explain factors affecting pricing decisions.
- Explain factors that influence customer/client/business buying behavior.
- Identify company's brand promise.

## **CASE STUDY SITUATION**

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You are to assume the roles of the general manager and the assistant manager at THRIFT MARKET, a local thrift store that is owned and managed by STONE CITY CHARITIES. The director (judge) wants you to analyze the possible effects of adjusting prices on all customer segments and on resources.

STONE CITY CHARITIES provides services for community members in need. The largest focus is helping community members with employment skills; resume building, interview preparation, job-training, job placement and other placement activities.

THRIFT MARKET accepts donations of gently used apparel, accessories, shoes, handbags, backpacks, laptop holders and other supplies from the community. These items are then sold at thrift prices. If a community member is in need of clothing for a job interview, STONE CITY CHARITIES allows the community member to choose an outfit at THRIFT MARKET at no cost.

Money made at THRIFT MARKET is put into the resources that STONE CITY CHARITIES provides to the community. The amount spent at THRIFT MARKET directly correlates with the number of resources that can be provided.

Over the past two years, thrifting has become very popular among most demographics. THRIFT MARKET now has more financially privileged customers than those in need of assistance. These customers also bring in the majority of the donations for the shop.

The director (judge) thinks that the prices at THRIFT MARKET should be raised since most customers are not of low economic status. While the prices would still be lower than brand new items, the items would be priced higher so THRIFT MARKET would bring in more money.

The director (judge) wants your team to analyze the possible effects of raising prices at THRIFT MARKET on all customer segments and on the resources provided by STONE CITY CHARITIES, and then make a final decision.

You will present your ideas to the director (judge) in a role-play to take place in the director's (judge's) office. The director (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 director's (judge's) questions, the director (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### JUDGE CHARACTERIZATION

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You are to assume the roles of the director of THRIFT MARKET, a local thrift store that is owned and managed by STONE CITY CHARITIES. You want the general manager and the assistant manager (participant team) to analyze the possible effects of adjusting prices on all customer segments and on resources.

STONE CITY CHARITIES provides services for community members in need. The largest focus is helping community members with employment skills; resume building, interview preparation, job-training, job placement and other placement activities.

THRIFT MARKET accepts donations of gently used apparel, accessories, shoes, handbags, backpacks, laptop holders and other supplies from the community. These items are then sold at thrift prices. If a community member is in need of clothing for a job interview, STONE CITY CHARITIES allows the community member to choose an outfit at THRIFT MARKET at no cost.

Money made at THRIFT MARKET is put into the resources that STONE CITY CHARITIES provides to the community. The amount spent at THRIFT MARKET directly correlates with the number of resources that can be provided.

Over the past two years, thrifting has become very popular among most demographics. THRIFT MARKET now has more financially privileged customers than those in need of assistance. These customers also bring in the majority of the donations for the shop.

You think that the prices at THRIFT MARKET should be raised since most customers are not of low economic status. While the prices would still be lower than brand new items, the items would be priced higher so THRIFT MARKET would bring in more money.

You want the general manager and the assistant manager (participant team) to analyze the possible effects of raising prices at THRIFT MARKET on all customer segments and on the resources provided by STONE CITY CHARITIES, and then make a final decision.

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. Are there other ways that THRIFT MARKET can make money?
2. How can the increase in prices be positioned in a positive way so customers are still motivated to visit the shop?

Once the general manager and the assistant manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the general manager and the assistant manager (participant team) for the work.

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

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## MARKETING MANAGEMENT TEAM DECISION MAKING 2026

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Economics

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain how organizations adapt to today's markets?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of business ethics?	0-1-2-3	4-5-6	7-8	9-10	
3.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe the functions of prices in markets?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain factors affecting pricing decisions?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
7.	Identify company's brand promise?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						