



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Promotion

**AUTOMOTIVE SERVICES MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

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- Explain the nature of a promotional plan.
- Explain the types of promotion.
- Explain the role of promotion as a marketing function.
- Identify product's/service's competitive advantage.
- Demonstrate a customer service mindset.

## EVENT SITUATION

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You are to assume the role of the marketing specialist for GO-TO, a company that provides robotaxi services in two large cities. The director of marketing (judge) wants you to create a promotional plan to introduce GO-TO to the city it will enter in summer 2027.

GO-TO has fleets of autonomous driving vehicles, or self-driving cars, that are used as rideshare services in two major cities. Like its competitors, GO-TO has a mobile app where users can request a ride within the city limits. Unlike its competitors, GO-TO vehicles are self-driving, making the customer rely solely on technology. GO-TO has lower rates than other rideshare services but the driverless feature means passengers do not have help in loading or unloading bags or have another human being in the vehicle.

GO-TO has had success in the first two cities; however, it took many months before locals felt comfortable in the vehicles and for GO-TO to be competitive with other rideshare services. As the company makes plans to move forward into a third city, the director of marketing (judge) wants to promote GO-TO in advance and hopefully reduce the amount of time that local residents take to feel comfortable.

The director of marketing (judge) wants you to create a promotional plan that will introduce GO-TO to the newest city and help local residents feel comfortable with the experience.

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the director of marketing for GO-TO, a company that provides robotaxi services in two large cities. You want the marketing specialist (participant) to create a promotional plan to introduce GO-TO to the city it will enter in summer 2027.

GO-TO has fleets of autonomous driving vehicles, or self-driving cars, that are used as rideshare services in two major cities. Like its competitors, GO-TO has a mobile app where users can request a ride within the city limits. Unlike its competitors, GO-TO vehicles are self-driving, making the customer rely solely on technology. GO-TO has lower rates than other rideshare services but the driverless feature means passengers do not have help in loading or unloading bags or have another human being in the vehicle.

GO-TO has had success in the first two cities; however, it took many months before locals felt comfortable in the vehicles and for GO-TO to be competitive with other rideshare services. As the company makes plans to move forward into a third city, you want to promote GO-TO in advance and hopefully reduce the amount of time that local residents take to feel comfortable.

You want the marketing specialist (participant) to create a promotional plan that will introduce GO-TO to the newest city and help local residents feel comfortable with the experience.

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. What do you think is the biggest concern that customers have about using GO-TO?
2. If we are entering the city in the summer of 2027, when should we start promoting?

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

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

## 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.

### 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	Participant 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	Participant 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	Participant 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	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**AUTOMOTIVE SERVICES MARKETING SERIES  
2026**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 1

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

**INSTRUCTIONAL AREA:**  
Promotion

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the types of promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						