



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Economics

MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

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 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.

EVENT SITUATION

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

JUDGE CHARACTERIZATION

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.

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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

- 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.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

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
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Economics

ID Number: _____

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
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	
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						