



MARKETING MANAGEMENT EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing-Information
Management

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

- Identify data monitored for marketing decision making.
- Discuss the nature of sampling plans.
- Describe data-collection methods.
- Determine attitudes and behaviors towards products and brands.
- Conduct customer-satisfaction studies.

CASE STUDY SITUATION

You are the marketing research manager for **ECO CLEAN**, a company specializing in environmentally friendly home cleaning products. **ECO CLEAN** began as a regional brand that grew in popularity by word-of-mouth from satisfied customers. The products were placed in retail chains across the region and it did not take long for the placement to expand nationally. For the last six years **ECO CLEAN** products have been available in discount stores and dollar stores across the nation.

Over the past three years, several established brands and new brands have also launched environmentally safe or “green” household cleaning products. These products have taken shelf space in stores and have led to product saturation. New customers are overwhelmed by the options. Other than the original region **ECO CLEAN** was first marketed in, **ECO CLEAN** has seen a sales plateau or a sales decline in the past 18 months.

The president of the company is unsure if the sales decline can be attributed to market saturation, low brand awareness outside of the core regional market or poor in-store visibility.

YOUR CHALLENGE

The president of **ECO CLEAN** wants customer feedback to determine their attitudes toward **ECO CLEAN** products and the brand and to determine buying behavior. The president is also interested in general feedback to determine the cause of the sales decline and if it is attributed to low brand awareness or saturation. The president feels this information is necessary before developing the marketing plan and budget for the upcoming year.

You must first determine if a quantitative survey or qualitative focus groups would be best for this marketing research project. Once chosen, you must then:

- Determine sampling plan
- Describe specific data-collection methods
- Specific questions asked
- Methods to find participants and/or how customers can choose to participate

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 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 – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Marketing-Information Management

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Identify data monitored for marketing decision making.	0-1-2-3	4-5-6	7-8-9	10	
2.	Discuss the nature of sampling plans.	0-1-2-3	4-5-6	7-8-9	10	
3.	Describe data-collection methods.	0-1-2-3	4-5-6	7-8-9	10	
4.	Determine attitudes and behaviors towards products and brands.	0-1-2-3	4-5-6	7-8-9	10	
5.	Conduct customer-satisfaction studies.	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						