



BUSINESS-TO-BUSINESS MARKETING EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Strategic Marketing

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 60 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 speculative business risks.
- Evaluate opportunities for potential company changes.
- Provide input into strategic planning.
- Explain the nature of business ethics.
- Explain the nature of corporate branding.

CASE STUDY SITUATION

You are the operations manager and the brand manager at **REGIONAL POLY SOLUTIONS**, a mid-sized manufacturer and supplier of plastic bags. **REGIONAL POLY SOLUTIONS** has supplied grocery store and supermarket chains, convenience stores and retailers across a multi-state region with custom branded single-use plastic bags. The company provides low-cost bulk orders and has enjoyed long-term contracts with their regional chain business clients.

In the last five years, legislation banning single-use plastic bags has spread across the United States. There are 12 states and over 400 cities that have either partial or full bans of the product. **REGIONAL POLY SOLUTIONS** has since lost contracts with several major clients. Retailers across the nation are shifting to paper bags, compostable type bags or encouraging customers to bring their own bags.

YOUR CHALLENGE

REGIONAL POLY SOLUTIONS is now facing a sharp 35% decline in sales over the past year and the production line is no longer sustainable at its current scale.

The president of **REGIONAL POLY SOLUTIONS** understands that the company's equipment is specialized for producing a specific high-density polyethylene bag and cannot be easily adapted to alternative materials. The company has little experience in sustainable materials.

The president has identified three potential solutions to the problem and needs your team to identify the risks and opportunities associated with each solution, identify what role ethics should play in the solution and how each solution could affect the **REGIONAL POLY SOLUTIONS** brand and its relationships with business clients. The president wants your team to provide input into **REGIONAL POLY SOLUTIONS** strategic plan for the future.

Solution 1: Shift production to reusable materials

Solution 2: Market relocation – other regions in the U.S. or international markets

Solution 3: Advocacy – form alliances with industry groups to delay or limit new bag legislation

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.

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.



BUSINESS-TO-BUSINESS MARKETING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Strategic Management

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Identify speculative business risks.	0-1-2-3	4-5-6	7-8-9	10	
2.	Evaluate opportunities for potential company changes.	0-1-2-3	4-5-6	7-8-9	10	
3.	Provide input into strategic planning.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the nature of business ethics.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the nature of corporate branding.	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						