



INTERNATIONAL MARKETING EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

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

- Develop new-product launch plan.
- Explain the nature of a promotional plan.
- Develop promotional mix activities.
- Explain the role of promotion as a marketing function.
- Build product/service brand.

CASE STUDY SITUATION

You are the director of marketing and the director of branding for **DEEP RIVER NATURALS**, an American brand of organic, clean label packaged health snacks. **DEEP RIVER NATURALS** has three main product types: organic protein bars, dried fruit bites and granola. The products are targeted to health-conscious consumers, ages 18-45 years old.

DEEP RIVER NATURALS is available in the United States in a variety of retailers including local health food stores and national supermarket chains. The products gained popularity when a fitness influencer on Instagram and TikTok began mentioning the products in content. **DEEP RIVER NATURALS** formed a partnership with the fitness influencer and sales are still climbing.

YOUR CHALLENGE

The owner of **DEEP RIVER NATURALS** wants to expand into international markets and has chosen Australia as its first endeavor. Australia is culturally aligned with American health trends, has high urban populations with active lifestyles and has demonstrated a demand for natural and organic products.

As the owner discusses the Australian launch of **DEEP RIVER NATURALS**, the biggest concern is the brand awareness gap. **DEEP RIVER NATURALS** is mostly unknown in Australia. The owner wants the launch into Australia to emphasize brand credibility and awareness. The owner feels there are two different approaches to take in the launch:

Option 1: Go Big, Go Fast – Invest heavily in a national launch that incorporates as many promotional mix activities as possible

Option 2: Slow and Steady – Start with a focused pilot in one region, gather data, and then expand by region over the next year using only proven effective promotional mix activities

Your team must choose the best option and then develop a promotional plan for **DEEP RIVER NATURALS'** launch into Australia.

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.



INTERNATIONAL MARKETING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Promotion

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Develop new-product launch plan.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the nature of a promotional plan.	0-1-2-3	4-5-6	7-8-9	10	
3.	Develop promotional mix activities.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the role of promotion as a marketing function.	0-1-2-3	4-5-6	7-8-9	10	
5.	Build product/service brand.	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						