



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Promotion

INTERNATIONAL MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the nature of a promotional plan.
- Develop communications objectives.
- Develop advertising plans to achieve communications objectives.
- Develop strategies to position products/services.
- Exhibit cultural sensitivity.

CASE STUDY SITUATION

You are the director of communications and the promotional director for DESTINATION HEALTH, an online portal that provides direct-to-consumer mental health services. DESTINATION HEALTH provides counseling services for a variety of traumas and can be provided through video conferencing, phone conversations, live chat or text messaging. The company began in the United States and Canada and has branched into the Scandinavian countries with great success.

DESTINATION HEALTH'S success truly began during the pandemic. Many people did not want to risk in-person visits to psychologists or therapists and liked the abilities DESTINATION HEALTH provided. Because DESTINATION HEALTH only hires licensed professionals and all communication is confidential, customers can trust DESTINATION HEALTH.

While the president is happy with the company's success, the countries DESTINATION HEALTH services all have put an emphasis on mental health and made it a priority for overall well-being. The president feels that DESTINATION HEALTH must focus now on countries that do not feel mental health is a priority. The new focus of DESTINATION HEALTH is to give people without resources the ability to gain counseling and therapy easily.

YOUR CHALLENGE

The president has chosen South Africa as the first country to target for expansion into an area that does not emphasize mental health. There is still a stigma about mental health practices being taboo in the country. Some people that do go in search of such services tend to consult faith healers as a form of counseling, but the majority of faith healers do not have training in psychology.

The president wants you to develop a promotional plan for DESTINATION HEALTH'S entrance into South Africa. The promotional plan should promote the new service but still be sensitive to the cultural norms in the country. The president wants your promotional plan to include:

- Communications objectives
- Advertising plan to achieve objectives
- Strategies to position DESTINATION HEALTH and mental health as acceptable

EVALUATION INSTRUCTIONS

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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**INTERNATIONAL MARKETING
2022**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Promotion

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of a promotional plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Develop advertising plans to achieve communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop strategies to position products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Exhibit cultural sensitivity?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						