



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Market Planning

MARKETING MANAGEMENT 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 30 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

- Evaluate market opportunities.
- Conduct market analysis.
- Conduct competitive analysis.
- Explain the nature of overhead/operating costs.
- Determine factors affecting business risk.

CASE STUDY SITUATION

You are the director of marketing for COUNTRY ACRES, a company that sells gift baskets online. COUNTRY ACRES has a rich history, starting out in the 1970s as a retail store in malls. The COUNTRY ACRES retail stores sold primarily summer sausages, smoked meats, cheeses and crackers. The stores were designed to look like a barn and products were arranged on hay bales and wooden displays.

During the 1970s and the 1980s, COUNTRY ACRES grew in popularity and had over 1,000 store locations, all inside shopping malls. During the holiday season, COUNTRY ACRES would package meats, cheeses and crackers in decorative packaging perfect for gift giving. Unfortunately, sales plummeted in the 1990s and by the year 2000 all COUNTRY ACRES stores had closed.

COUNTRY ACRES changed their focus to online and catalog sales. The company began adding additional products like dessert items, wine, coffee and jams and produced elaborate gift baskets. While the company was doing fine, sales did not become truly impressive until 2020.

During the pandemic, COUNTRY ACRES saw a sales growth of 200% compared to the year prior. People were unable to be together and instead took to sending gift baskets to show care and concern. Sales have not slowed down now that restrictions have been lifted and COUNTRY ACRES is experiencing a resurgence. New customers love the products and past customers remember the shopping mall stores and delight in the trip down memory lane.

YOUR CHALLENGE

The president of COUNTRY ACRES is considering opening up physical store locations once again or opening pop-up stores. The president wants you to conduct market planning techniques to determine if physical store locations or pop-up stores are a good idea. The president has asked for your help in the following:

- Conduct market analysis - where should stores be located, how many stores, what size market?
- Conduct competitive analysis – who are competitors, what are competitors key strengths and weaknesses?
- What overhead/operating costs will need to be considered?
- Factors affecting business risk
- Evaluation of market opportunities – final recommendation

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.



**MARKETING MANAGEMENT
2022**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Market Planning

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Evaluate market opportunities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Conduct market analysis?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Conduct competitive analysis?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the nature of overhead/operating costs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine factors affecting business risk?	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						