



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

- Determine services to provide customers.
- Adapt product range to needs of targeted market segments.
- Explain the concept of market and market identification.
- Set marketing goals and objectives.
- Explain the concept of marketing strategies.

CASE STUDY SITUATION

You are the director of marketing for NORTH AMERICA AUTO ASSOCIATION (NAAA), an organization with 60 million members in the United States and Canada. The association focuses on automobile and traffic safety, lobbying for lower fuel prices, improving aging highways, teenage driver education and promoting road travel.

NAAA offers paid members several benefits including discounts on travel related services. NAAA members receive discounts on hotel stays, car rentals, tourist attractions and several restaurant chains. NAAA members also receive complimentary roadside assistance, 24 hours a day, seven days a week. NAAA has annual travel publications that rate restaurants, lodging properties and tourist attractions in popular cities and along highways and interstates. NAAA also provides members with printed or electronic directions to destinations requested by customers, with recommendations on nearby gas stations, restaurants and lodging included.

Currently, 55% of NAAA members are age 60 or older. Only 15% of members are 35 years old or younger. It was found that member benefits are not as attractive as they once were; many younger people are members of hotel loyalty programs that offer deeper discounts on lodging and other travel services. Most major auto insurance companies provide 24/7 roadside assistance, so the NAAA benefit of roadside assistance is not viewed as necessary. Most travelers also have various apps on smartphones or GPS systems included in their vehicles, so destination directions from a separate source are not needed.

YOUR CHALLENGE

The executive director of NAAA wants you to first determine an additional product and/or service to add to NAAA membership that will attract a younger demographic but still benefit members of all ages.

Next, the executive director wants you to develop a marketing plan that will promote NAAA and its current services and new product and/or service to the non-NAAA members aged 35 and younger.

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
2024**

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.	Determine services to provide customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Adapt product range to needs of targeted market segments?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Set marketing goals and objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the concept of marketing strategies?	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						