



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Channel Management

**BUSINESS-TO-BUSINESS 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**

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- 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**

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- Develop new channels for products/services.
- Explain the nature of channel strategies.
- Coordinate channel management with other marketing activities.
- Predict demand patterns.
- Leverage business relationships.

## **CASE STUDY SITUATION**

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You are the director of sales and the director of operations at CAMP PARTY, a retail chain specializing in party supplies and accessories. There are close to 300 CAMP PARTY stores across the nation, each selling a wide variety of merchandise.

The majority of CAMP PARTY stores are quite large, averaging between 15,000 – 17,000 square feet and carrying 30,000 items of merchandise. CAMP PARTY features decorations and supplies for all holidays, both major and minor, birthdays, anniversaries, religious events, cultural events and also aisles and aisles of décor and supplies for popular party themes. During September and October, each store features a large selection of Halloween costumes for adults, children and pets.

Unfortunately, sales have been sluggish, and CAMP PARTY has closed over 50 stores in the last two years. Other stores remain open but have moved to smaller format to reduce the amount spent on operating costs.

## **YOUR CHALLENGE**

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The senior vice president of CAMP PARTY wants the company to explore possibly working with another retailer as an additional sales channel. The senior vice president wants to open CAMP PARTY pop-up shops in a national retail chain various times per year as a method to boost sales and the brand.

The senior vice president wants your team to identify a retailer that would be a good fit for CAMP PARTY and would also benefit the chosen retailer. The senior vice president wants your team to then develop a channel strategy for the chosen retailer. The channel strategy must include:

- Chosen retailer and why the retailer is a good fit
- How often to pop-up in a calendar year and length of each pop-up
- Demand patterns used to choose ideal dates for pop-ups
- Merchandise to include in pop-ups
- Benefits to the chosen retailer
- Methods to leverage the relationship

## EVALUATION INSTRUCTIONS

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**BUSINESS-TO-BUSINESS MARKETING  
2024**

**JUDGE'S EVALUATION FORM**  
Association Event 1

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Channel Management

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participants:

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Develop new channels for products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of channel strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Coordinate channel management with other marketing activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Predict demand patterns?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Leverage business relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						