



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Marketing-Information Management

## **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**

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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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- Assess marketing-information needs.
- Discuss the nature of sampling plans.
- Describe data-collection methods.
- Identify data monitored for marketing decision making.
- Determine attitudes and behaviors towards products and brands.

## CASE STUDY SITUATION

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You are the director of marketing research and the vice president of international operations for SUNBEAN COFFEE, the world's largest and most popular coffeehouse chain. There are over 35,000 SUNBEAN COFFEE locations in 84 countries. The brand serves and sells a variety of coffee and coffee beans from various areas and countries and has a menu that includes both beverages and an assortment of pastries, sandwiches and salads.

SUNBEAN COFFEE opened its first location in Russia in 2010. In the next decade over 130 SUNBEAN COFFEE stores were opened in Russia and became wildly popular. The company launched an international version of its loyalty program in the Russian market and was able to secure over 30,000 members.

Due to Russia's invasion of Ukraine in February 2022, SUNBEAN pulled all stores out of Russia and ended all operations, displacing hundreds of employees. SUNBEAN COFFEE sold all assets in Russia for \$4.7 million, a huge financial loss.

In the three months following SUNBEAN COFFEE'S exit, new owners opened over 100 SUNNY COFFEE coffeehouses in former SUNBEAN COFFEE locations throughout Russia. SUNNY COFFEE'S logo is extremely similar to SUNBEAN COFFEE'S logo but does not infringe on copyright or trademark laws. The menu items also have similar names and the in-house décor is almost identical to SUNBEAN COFFEE'S interiors. SUNNY COFFEE prices are significantly lower than SUNBEAN COFFEE.

Customer reviews show SUNNY COFFEE'S products are lower quality than SUNBEAN COFFEE'S, and after three years, the locations are now in disarray. However, sales remain steady.

## YOUR CHALLENGE

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The president of SUNBEAN COFFEE is interested in preliminary steps to reenter the Russian market. Before any major decisions are made, the president wants to first measure customer attitudes and behaviors toward the SUNBEAN COFFEE brand. The president wants to ensure that any steps in reentering the market will be profitable for the company and be met with positivity among the Russian population.

The president wants your team to develop a marketing-information research plan that will survey Russians to find attitudes and behaviors toward SUNBEAN COFFEE and its possible return. The president wants your plan to include:

- Sampling plan
- Information needs
- Specific questions to be answered
- Question types (open ended, likert, ranking, etc.)
- Data collection methods

## 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.



**INTERNATIONAL MARKETING  
2024**

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

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

**INSTRUCTIONAL AREA**  
Marketing-Information Management

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

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

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Assess marketing-information needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Discuss the nature of sampling plans?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe data collection methods?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify data monitored for marketing decision making?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine attitudes and behaviors towards products and brands?	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>						