



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Promotion

**MARKETING MANAGEMENT
TEAM DECISION MAKING EVENT**

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.
- Identify communications channels used in sales promotion.
- Explain the components of advertisements.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the marketing specialist and the sales manager for TAP ART STUDIO, a business that specializes in various art classes for the community. The owner (judge) wants you to develop a promotional plan for a new art class.

TAP ART STUDIO has many art classes including drawing, painting, sculpture, ceramics, printmaking and photography. TAP ART STUDIO requires all students to be 12 years old or older and charges for an entire series of classes. Each class has beginner, intermediate and advanced class series depending on the student skill level. TAP ART STUDIO has a large number of students that take classes in various subjects at various levels.

The owner (judge) has wanted to add a new class that would attract new students—students who do not consider themselves artistic but have a willingness to learn a new skill. A recent article showed that many people who do not consider themselves artistic have a desire to learn calligraphy, a visual art related to writing, with the design and execution of lettering done with any writing instrument. The popularity of learning calligraphy is evident on social media with #calligraphy increasing 63% in the last year and popular calligraphy influencers having over 2 million followers.

The new interest in calligraphy is thought to be an effect of the popularity of television series featuring historical characters using calligraphy and also on the meditative and creative escape it provides. General cursive handwriting is typically not taught in schools anymore, so calligraphy is now considered an artform that anybody can learn while also easing stress and increasing intellectual development.

TAP ART STUDIO will soon offer beginner calligraphy classes. The owner (judge) wants you to develop a promotional plan that will advertise the beginner calligraphy classes to the community. The owner (judge) wants you to choose a target market other than the current and former TAP ART STUDIO students for the advertising focus.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the owner for TAP ART STUDIO, a business that specializes in various art classes for the community. You want the marketing specialist and the sales manager (participant team) to develop a promotional plan for a new art class.

TAP ART STUDIO has many art classes including drawing, painting, sculpture, ceramics, printmaking and photography. TAP ART STUDIO requires all students to be 12 years old or older and charges for an entire series of classes. Each class has beginner, intermediate and advanced class series depending on the student skill level. TAP ART STUDIO has a large number of students that take classes in various subjects at various levels.

You have wanted to add a new class that would attract new students—students who do not consider themselves artistic but have a willingness to learn a new skill. A recent article showed that many people who do not consider themselves artistic have a desire to learn calligraphy, a visual art related to writing, with the design and execution of lettering done with any writing instrument. The popularity of learning calligraphy is evident on social media with #calligraphy increasing 63% in the last year and popular calligraphy influencers having over 2 million followers.

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TAP ART STUDIO will soon offer beginner calligraphy classes. You want the marketing specialist and the sales manager (participant team) to develop a promotional plan that will advertise the beginner calligraphy classes to the community. You want the marketing specialist and the sales manager (participant team) to choose a target market other than the current and former TAP ART STUDIO students for the advertising focus.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. Why is it important to target audiences that are not past or current students?
2. How can we turn new calligraphy students into students of other art classes?

Once the marketing specialist and the sales manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the marketing specialist and the sales manager (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



MARKETING MANAGEMENT TEAM DECISION MAKING 2025

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Promotion

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the components of advertisements?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						