



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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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 nature of marketing plans.
- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Identify the elements of the promotional mix.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Reinforce service orientation through communication.
- Recognize/Reward others for their efforts and contributions.

CASE STUDY SITUATION

You are to assume the roles of the director of circulation and the director of promotion at PERRY PUBLIC LIBRARY, located in a city with 200,000 people. The library director (judge) has asked you to create a marketing plan that will promote the library's donation needs.

PERRY PUBLIC LIBRARY has two locations within the city limits. Both locations feature a large selection of books, DVDs, magazines and other periodicals for both adults and children. The library is also a fun destination for children's programs, such as story time, puppet theater, game night and science night.

PERRY PUBLIC LIBRARY is supported by the city's budget and through fundraisers held twice a year by the group "Friends of the Library." The city allocates a certain monetary amount to be spent each year on new books, audio books, DVDs and periodicals. PERRY PUBLIC LIBRARY directors spend the allocation on a wide variety of new releases, rather than purchasing several copies of one book. This practice has led to an extremely long wait list for new releases that top the best-seller list.

Currently, there are over 100 library patrons on a waiting list for the book that is currently number one on the best-seller list. There are another 100 patrons on waiting lists for a handful of other popular new releases. With each patron receiving 3 weeks as a check-out period, it will be a long wait for patrons far down on the wait list.

PERRY PUBLIC LIBRARY is open to receiving book donations during normal business hours. Books that are donated are either processed to go on the library shelves or are put aside for a "Friends of the Library" sale. PERRY PUBLIC LIBRARY would love to have community members donate their used new release books. More copies of new releases on the library shelves would shorten the waiting lists.

The library director (judge) knows that the reason people do not donate their used books is because they are unaware that the library will gladly accept them. The director (judge) has asked your team to develop a marketing plan that will promote the library's donation needs. The director (judge) wants the promotion to result in an increase in donated new releases. While the library cannot offer monetary compensation for donations, the director (judge) would like you to decide on other incentives to offer for donated new releases.

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

JUDGE'S INSTRUCTIONS

You are to assume the role of library director at PERRY PUBLIC LIBRARY, located in a city with 200,000 people. You have asked the director of circulation and direction promotion (participant team) create a marketing plan that will promote the library's donation needs.

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You know that the reason people do not donate their used books is because they are unaware that the library will gladly accept them. You have asked the director of circulation and direction promotion (participant team) to develop a marketing plan that will promote the library's donation needs. You want the promotion to result in an increase in donated new releases. While the library cannot offer monetary compensation for donations, you would like the director of circulation and director of promotion (participant team) to decide on other incentives to offer for donated new releases.

The director of circulation and direction promotion (participant team) will present their plan to you in a meeting to take place in your office. You will begin the meeting by greeting the director of circulation and direction promotion (participant team) and asking to hear about their ideas.

After the director of circulation and direction promotion (participant team) have presented the plan you are to ask the following questions of each participant team:

1. Since the library is run by the city, which parts of the promotional efforts could the city become a part of the mix?

2. Is this promotional plan a one-time event, and if not, how do we include into the library's marketing efforts?
3. What is a realistic goal for this promotion? Why?

Once the director of circulation and direction promotion (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.



MARKETING MANAGEMENT TEAM DECISION MAKING, 2019

JUDGE'S EVALUATION FORM SAMPLE

INSTRUCTIONAL AREA Promotion

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the types of promotion?	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.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
6.	Reinforce service orientation through communication?	0-1-2-3	4-5-6	7-8	9-10	
7.	Recognize/Reward others for their efforts and contributions?	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						