CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing-Information Management

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

- Describe the need for marketing data.
- Identify data monitored for marketing decision making.
- Discuss the nature of sampling plans.
- Describe data-collection methods.
- Analyze market needs and opportunities.

CASE STUDY SITUATION

You are the director of marketing research for WATERFORD PROPERTIES, a real estate development company. WATERFORD PROPERTIES recently purchased an aging suburban office park that was built in 1982. The office park was built to house the corporate headquarters of TOY MANIA, a retail chain that sold toys and other merchandise until its bankruptcy in 2000.

The suburban office park is located one-hour from a major metropolitan area and sits on the outskirts of a city of 30,000 people. The office park is 200 acres with close to 2,000 parking spots. The office park is secluded, surrounded by trees with an expansive driveway leading to the building.

Since TOY MANIA closed in 2000, a few businesses have leased office space but only a portion of the office park is in use. The massive employee cafeteria and auditoriums are closed and much of the building is in disrepair and dirty. Given its remote location, the entire property feels abandoned and lonely.

Legislation recently passed authorizing conversion of the office park to for mixed-use development. This is great news for WATERFORD PROPERTIES, as now the entire property can be used for more than simply office space. Preliminary ideas for the 200-acre space include senior living center, apartments, public park, private school and warehouse.

YOUR CHALLENGE

The owner of WATERFORD PROPERTIES is excited about the new legislation and knows that leasing or selling the property should be somewhat easier now that it is authorized for mixed-use. The owner wants to understand the needs and wants of the local residents that live in the suburban town. The owner feels that data sourced directly from the local market will lead to better sales strategies.

The owner wants you to collect data from residents of the town of 30,000 people to find out their wants and needs. The owner wants to understand how the 200-acre property can fill a gap in the community.

The owner wants you to design methods to collect data from the residents. You will need to determine what specific questions need to be asked, the sampling plan, how data will be collected and incentives to encourage residents to participate in the research.

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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.

COLLEGIATE DECA

MARKETING MANAGEMENT 2023

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA
Marketing-Information Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the need for marketing data?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify data monitored for marketing decision making?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Discuss the nature of sampling plans?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe data-collection methods?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Analyze market needs and opportunities?	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	