



## **CAREER CLUSTER**

Marketing

## **INSTRUCTIONAL AREA**

Communication Skills

# **MARKETING MANAGEMENT TEAM DECISION MAKING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

## **21<sup>st</sup> 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 effective written communications.
- Select and utilize appropriate formats for professional writing.
- Write informational messages.
- Explain the concept of market and market identification.
- Adapt written correspondence to targeted audiences.
- Reinforce service orientation through communication.
- Identify the elements of the promotional mix.

## **CASE STUDY SITUATION**

---

You are to assume the roles of the communications specialists for NORTH AMERICA ASTRONOMICAL ASSOCIATION (NAAA), an organization that raises awareness and educates members and the general public about astronomical phenomenon. The executive director of NAAA (judge) wants you to communicate awareness and safety measures concerning a total solar eclipse to two distinct markets.

On April 8, 2024, there will be a total solar eclipse across North America. Beginning at Mexico's Pacific coast, the viewing path will lead through several US states and Canadian provinces and exit North America on the Atlantic coast of Newfoundland. Total solar eclipses are rare and attract people of all ages and backgrounds. Eclipse enthusiasts will even travel great distances to be in the total eclipse path.

One responsibility of the NAAA is to warn the public that it is extremely important to practice eye safety when viewing a total eclipse. It is not safe to look at an eclipse directly without special eye protection made for solar viewing.

The executive director of NAAA (judge) wants your team to write informational messages to two distinct markets: young children aged 5-10-years old and senior citizens aged 65 and older. The informational messages should raise awareness about the total solar eclipse happening in April and also remind people to practice eye safety.

Your team must write two effective and informational messages, one for each market, and determine which elements of the promotional mix would be best to utilize.

You will present your ideas to the executive director (judge) in a role-play to take place in the executive director's (judge's) office. The executive director (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 executive director's (judge's) questions, the executive director (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, 21<sup>st</sup> 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 executive director for NORTH AMERICA ASTRONOMICAL ASSOCIATION (NAAA), an organization that raises awareness and educates members and the general public about astronomical phenomenon. You want the communications specialists (participant team) to communicate awareness and safety measures concerning a total solar eclipse to two distinct markets.

On April 8, 2024, there will be a total solar eclipse across North America. Beginning at Mexico's Pacific coast, the viewing path will lead through several US states and Canadian provinces and exit North America on the Atlantic coast of Newfoundland. Total solar eclipses are rare and attract people of all ages and backgrounds. Eclipse enthusiasts will even travel great distances to be in the total eclipse path.

One responsibility of the NAAA is to warn the public that it is extremely important to practice eye safety when viewing a total eclipse. It is not safe to look at an eclipse directly without special eye protection made for solar viewing.

You want the communications specialists (participant team) to write informational messages to two distinct markets: young children aged 5-10-years old and senior citizens aged 65 and older. The informational messages should raise awareness about the total solar eclipse happening in April and also remind people to practice eye safety.

The communications specialists (participant team) must write two effective and informational messages, one for each market, and determine which elements of the promotional mix would be best to utilize.

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 for our organization to communicate eye safety?
2. With the eclipse in April, when should we begin our communications?

Once the communications specialists (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the communications specialists (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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.





## MARKETING MANAGEMENT TEAM DECISION MAKING 2024

### JUDGE'S EVALUATION FORM DISTRICT EVENT

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

### INSTRUCTIONAL AREA: Communication Skills

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

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

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of effective written communications?	0-1-2-3	4-5-6	7-8	9-10	
2.	Select and utilize appropriate formats for professional writing?	0-1-2-3	4-5-6	7-8	9-10	
3.	Write informational messages?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
5.	Adapt written correspondence to 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.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						