



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communication

INSTRUCTIONAL AREA
Promotion

AUTOMOTIVE SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature of the promotion plan
2. Describe the use of technology in the promotion function
3. Explain the importance of coordinating elements in advertising
4. Coordinate activities in the promotional mix
5. Identify the elements of the promotional mix

EVENT SITUATION

You are to assume the role of **Marketing Director** for **Pine Valley Ford**, a mid-sized dealership in a rural setting thirty miles from a large metropolitan area. The dealership has been in business since 1957 and has a very good reputation. The **New Owner** (judge) has asked you for some promotion ideas for a move into the new truck market.

Pine Valley has always done well selling automobiles targeted at the urban city market thirty miles away. Economy and smaller autos have sold well for gas conscious “city” consumers. The New Owner (judge) wants to expand Pine Valley’s secondary market of new truck buying rural consumers - the people that live within thirty miles of the dealership. Market research done by the New Owner (judge) before they purchased the dealership found a large need to sell large, full-sized, new pick-up trucks. The New Owner (judge) has already doubled the order for new trucks to be delivered this fall.

The New Owner has asked you to create promotion plan ideas for the dealership focusing on trucks, Pine Valley’s quality reputation, and their convenient location for both city and rural customers. They specifically want a slogan and/or image they can use in the new fall promotion plan. The New Owner (judge) hasn’t decided on which promotion types to use but is leaning towards a new truck website and electronic billboards with your ideas on them. The New Owner (judge) has told you your final ideas will be finished up by a graphic artist. They want you to give them some focus on the new fall promotion plan and any other types of advertising that would work for the new market. Pine Valley’s current slogan is “*Friendly Faces, Quality Vehicles*”. The current colors used are Ford blue, forest green, and white. The New Owner (judge) has not decided if they want to keep it for the other parts of the dealership or change everything.

You will present to the New Owner (judge) with your new promotional image ideas. The New Owner (judge) will begin the role play by greeting you and asking to hear and see your ideas. After you have answered the owner’s questions, they will thank you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the **New Owner** of **Pine Valley Ford**, a mid-sized dealership in a rural setting thirty miles from a large metropolitan area. The dealership has been in business since 1957 and has a very good reputation. You have asked your **Marketing Director** (participant) for some ideas on promoting your expanded lines of full-size pick-up trucks.

Pine Valley has always done well selling automobiles targeted at the urban city market thirty miles away. Economy and smaller autos have sold well for gas conscious "city" consumers. You want to expand Pine Valley's secondary market of new truck buying rural consumers - the people that live within thirty miles of the dealership. Market research done by you before you purchased the dealership found a large need to sell large full-size new pick-up trucks. You have already doubled the order for new trucks to be delivered this fall.

You have asked the Marketing Director (participant) to create promotion plan ideas for the dealership focusing on trucks, Pine Valley's quality reputation, and their convenient location for both city and rural customers. You specifically want a slogan and/or image you can use in the new fall promotion plan. You have not decided on which promotion types to use but are leaning toward a new truck website and electronic billboards with the Marketing Director's (participant's) ideas on them. You have told them their final ideas will be finished up by a friend who is a graphic artist. You want them to give you some focus on the new fall promotion plan and any other types of advertising that would work for the new market.

Pine Valley's current slogan is "*Friendly Faces, Quality Vehicles*". The current colors used are Ford blue, forest green, and white. You have not decided if they want to keep it for the other parts of the dealership or change everything.

The participant will present to you in a role-play to take place in your office with their new promotional image ideas. You will begin the role play by greeting the participant and asking to hear and see his/her ideas.

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

1. Will the new ideas for the truck image fit with our current image?

Possible answers:

- *"Yes, we are adding to our market base not changing the primary market"*
- *"Yes, we still have all the qualities that have made us a great dealership"*
- *"We don't want to completely "overhaul" the entire image. We are successful and will generate new customers with our promotional ideas"*

2. How will price of the promotions determine our choices?

Possible answers:

- *Cost effectiveness (talk about cost per thousand or new sales vs. money spent)*
- *Types of promotions targeting our new market group (addition to current budget realistic)*

3. Do you think we should "re-do" our entire image or just add the truck ideas?

Possible answers:

- *We don't want to "re-do" our image because it is very successful and we want to enhance it*
- *The focus is on a new market segment that we are adding. Our current market base won't be forgotten but it is not what we are currently addressing.*

Once the Marketing Director (participant) has presented their ideas and has answered your questions, you will conclude the role-play by thanking the Marketing Director (participant) for their work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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 70-89 th 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 th 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 th percentile of business personnel performing this performance indicator.



**AUTOMOTIVE SERVICES MARKETING
SERIES, 2015**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: Promotion

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of the promotion plan	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe the use of technology in the promotion function	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the importance of coordinating elements in advertising	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Coordinate activities in the promotional mix	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Identify the elements of the promotional mix	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						