



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

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 types of promotion
2. Identify the elements of the promotional mix
3. Describe the use of technology in the promotion function
4. Explain types of advertising media
5. Describe word-of-mouth channels used to communicate with targeted audiences

EVENT SITUATION

You are the **Assistant Manager** of **Great Deal Tire Center** ("Good Tires at a Great Price!"-is your slogan) your business is known as a locally owned and operated used vehicle tire dealer. The general manager, Mr./Miss Randy Collins (judge), would like you to come up with some promotion ideas for your new line of tires that you will be carrying. The length of this introductory promotion plan will be one month in length.

Over the past couple of years more customers have been asking for high end used or brand new vehicle tires. The owner and general manager (judge) have lined up a deal with a fairly well known regional tire manufacturer - Baier Tire ("We take pride in Quality!" is their slogan). Baier will supply your business with auto, light truck, and heavy duty new truck tires. They have a great selection with the retail price for \$30 per tire for compact auto tires to \$250 per tire for high performance truck tires.

Mr./Miss Randy Collins (judge) is trying to come up with an introductory promotion blitz to let people know you have this new tire selection. Baier Tire is willing to pay up to half of the cost for one month of the promotional introductory campaign. The general manager (judge) has asked you to come up with some ideas for social media, media advertising, and word-of-mouth to create a promotional mix. The general manager (judge) would like to, if possible, work both the Baier and Great Deal Tire slogan(s) into the promotion. This isn't absolutely necessary but would help make Baier Tire a part of the promotional kick-off.

You will present your ideas to the Mr./Miss Randy Collins, general manager (judge), in a role play in their office. The general manager (judge) will begin the role play by greeting you and asking to hear your ideas. After you have explained your promotion ideas and answered the general manager's (judge) questions the general manager will conclude the role play by thanking 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 the general manager of Great Deal Tire Center ("Good Tires at a Great Price!"-is your slogan) Your business is known as a locally owned and operated used vehicle tire dealer. You (judge) would like your assistant manager (student) to come up with some promotion ideas for your new line of tires that you will be carrying. The length of this introductory promotion plan will be one month in length.

Over the past couple of years more customers have been asking for high end used or brand new vehicle tires. You and the owner have lined up a deal with a fairly well known regional tire manufacturer - Baier Tire ("We take pride in Quality!" is their slogan). Baier will supply your business with auto, light truck, and heavy duty new truck tires. They have a great selection with the retail price for \$30 per tire for compact auto tires to \$250 per tire for high performance truck tires.

You are trying to come up with an introductory promotion blitz to let people know you have this new tire selection. Baier Tire is willing to pay up to half of the cost for one month of the promotional introductory campaign. You have asked the assistant manager (student) to come up with some ideas for social media, media advertising, and word-of-mouth to create a promotional mix. You would like the assistant manager (student) to, if possible, work both the Baier and Great Deal Tire slogan(s) into the promotion. This isn't absolutely necessary but would help make Baier Tire a part of the promotional kick-off.

The assistant manager (student) will present their ideas to you in a role play in your office. You will begin the role play by greeting the assistant manager (student) and asking to hear their ideas.

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

1. How will we know if we have spent our promotional money wisely?
 - a. *Possible Solutions:*
 - i. *We can compare sales data from last year to this year*
 - ii. *We can measure our R.O.I. (Return on Investment) with coupons or other types of hard data*
 - iii. *Types of promotion/Promotional Mix/Plan*
 1. *Advertising*
 2. *Personal Selling*
 3. *Sales Promotion (contests, rebates, sweepstakes, etc)*
 4. *Public Relations (Social Media-celebrity endorsers)*
 5. *Direct Marketing*
2. Are we adding any groups to our current market or just letting our customer know about the new tires?
 - a. *Possible Solutions:*
 - i. *Our promotions will be targeted at our current market but will increase interest from people who only buy new tires*
 - ii. *We will receive some "cross-promotion" if we use a good mix with targeted media types*
3. Please describe how you plan on using word-of-mouth marketing within your promotional plan?
 - a. *Possible Solutions:*
 - i. *Person-to-Person testimonials*
 - ii. *Viral web videos – i.e. Youtube*
 - iii. *Social media campaigns*

After they have explained their promotion ideas and answered your questions you will conclude the role play by thanking them for your 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, 2016**

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 types of promotion	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Identify the elements of the promotional mix	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	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	
4.	Explain types of advertising media	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Describe word-of-mouth channels used to communicate with targeted audiences	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						