



**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 concept of market and market identification
2. Explain the role of promotion as a marketing function
3. Coordinate activities in the promotional mix
4. Collaborate in the design of slogans/taglines
5. Create promotional signage

## EVENT SITUATION

You are to assume the role of **MARKETING MANAGER** of a **LOCAL CONSORTIUM THAT PROMOTES ELECTRIC VEHICLES** for a more sustainable global footprint in the automotive industry. You will be meeting with Mr./Ms. Birder, President of the Electric Vehicle Board, who has asked you to determine a new location and to design a promotion plan for the selected location's electric charging station.

The amount of time needed to charge an electric car varies, depending on the size of the battery and the speed of the charging point. The time can take as little as 30 minutes or up to 12 hours.

There are several electric vehicle charging stations that require payments or subscriptions, yet the majority of locations offer the charging stations for free to electric vehicle owners. The Electric Vehicle Board would like the charging station to be free to those who use it.

Mr./Ms. Birder has provided you with four different location choices:

Option 1 – Shopping mall

Option 2 – Movie theater

Option 3 – Hotel

Option 4 – Community/technical college

You have been asked to create and present the following:

- Promotional plan that encompasses several types of promotions
- Slogan/tagline that together the location choice (of the four options) with the free electric vehicle charging station
- Sketch of promotional signage that would be displayed at the electric vehicle station

You will present your promotional plan to the Mr./Ms. Birder in his/her office. He/she will begin by greeting you and asking to hear your ideas. After you have presented your promotional plan and have answered Mr./Ms. Birder's questions, he/she will conclude the meeting 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**

The student participant is to assume the role of the Marketing Manager of a local consortium that promotes electric vehicles for a more sustainable global footprint in the automotive industry. The student will be meeting with MR./MS. BIRDER (JUDGE), PRESIDENT OF THE ELECTRIC VEHICLE BOARD, who has asked the student to determine a new location and to design a promotion plan for the selected location's electric charging station.

The amount of time needed to charge an electric car varies, depending on the size of the battery and the speed of the charging point. The time can take as little as 30 minutes or up to 12 hours.

There are several electric vehicle charging stations that require payments or subscriptions, yet the majority of locations offer the charging stations for free to electric vehicle owners. The Electric Vehicle Board would like the charging station to be free to those who use it.

Mr./Ms. Birder has provided the student participant with four different location choices:

Option 1 – Shopping mall

Option 2 – Movie theater

Option 3 – Hotel

Option 4 – Community/technical college

The student participant has been asked to create and present the following:

- Promotional plan that encompasses several types of promotions
- Slogan/tagline that together the location choice (of the four options) with the free electric vehicle charging station
- Sketch of promotional signage that would be displayed at the electric vehicle station

The student will present your promotional plan to you in your office. You will begin by greeting the student participant and asking to hear the student participant ideas. After the student participant has presented the promotional plan and have answered your questions, you will conclude the meeting by thanking the student participant for his/her work.

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

1. Which is the best social media platform to use for this promotion?
  - a. *Possible Solution: There are several social media options to use. The best one will be the one that speaks to our target audience and the location that they go to. The typical hybrid driver has above-average tech savvy skills and are active on their phones. We could also work with the car manufacturers to have the locations pop up on the car's app and monitor.*
2. If people are not going to our charging station, how long should we wait before moving locations?
  - a. *Possible Solution: Before changing locations, we should look at changing our promotional plan to make sure that our message is being received. Once we try to promote it in different ways, then we could do more research on locations. I would wait at least one year before moving locations.*
3. What will happen if the demand for our charging stations is too high and we cannot keep up with the demand?
  - a. *Possible Solution: This would be a great problem to have! In that situation, we will research alternate locations within the same property to determine if it is to our advantage to add stations on the other side of the building.*

Once participant has answered your questions, you will conclude the role-play by thanking the participant for the 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.

### Performance Indicator Information

1. **Explain the concept of market and market identification:** Determining the target market, including geographic and demographic information, as well as attitudes, lifestyles, and opinions
2. **Explain the role of promotion as a marketing function:** To inform, persuade, and remind potential or current customers about a product or service
3. **Coordinate activities in the promotional mix:** There are four aspects of the promotional mix: personal selling (direct communication between the customer and salesperson), advertising (paid promotions that are print, broadcast, or online), public relations (activities to make the company look good), and sales promotion (short term activities to promote the company or product).
4. **Collaborate in the design of slogans/taglines:** Student will create a slogan that ties the electric charging location with the service. Hotel - "Charge while you recharge"
5. **Create promotional signage:** Student will create an actual visual and show it to you of the design. The signage should include information about the free charging station, including the slogan.



**AUTOMOTIVE SERVICES MARKETING  
SERIES, 2018**

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

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA  
Promotion**

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>					
1.	Explain the concept of market and market identification	10-11	12-13	14	
2.	Explain the role of promotion as a marketing function	10-11	12-13	14	
3.	Coordinate activities in the promotional mix	10-11	12-13	14	
4.	Collaborate in the design of slogans/taglines	10-11	12-13	14	
5.	Create promotional signage	10-11	12-13	14	
<b>21<sup>st</sup> CENTURY SKILLS</b>					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
<b>TOTAL SCORE</b>					

**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