



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Product Service Management

## **BUSINESS SERVICE 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. Identify the impact of product life cycles on marketing decisions
2. Describe factors used by marketers to position products
3. Identify product opportunities
4. Coordinate activities in the promotional mix
5. Develop project plan

## EVENT SITUATION

You (Student) are to assume the role of a **Marketing/Branding Consultant** at **Northwoods Marketing Group (NMG)**. You will be meeting with the Mayor of Durann, (judge) Mr./Miss Kelly Willkom, to showcase a new promotional campaign. NMG is a full-service agency with a vast experience covering the full spectrum of numerous industries including: manufacturing, agriculture, health care, insurance, tourism, finance, service, government and consumer. NMG delivers world class creative ideas with forward thinking brands. NMG specializes in what it takes to successfully launch a new product or makeover, and re-launch a brand in a way that helps it achieve its full potential.

Your current client is the city of Durann. Durann has a population of approximately 10,000 people. The median age in the city is 40 years. 55% is under the age of 45. The gender makeup of the city is 52.1% male and 47.9% female. It has a small town atmosphere. It is located on a major highway and has always seen a great amount of tourism in the summer and winter months. In summer, visitors enjoy the hiking trails, camping, fishing, ATVing, and other summer recreation activities. In winter, visitors come for the snowmobiling, ice fishing, snow shoeing, and dog sledding, etc. It once was considered the “gateway to the north”. Durann has seen a tremendous drop in vacationers in the last five years. Visitors are simply driving through and heading to larger northern cities with a larger population.

Your client, the City of Durann, would like you to develop a promotional campaign that is positioned to travelers and Northwood’s enthusiasts. You will be meeting with the Mayor, Mr./Miss Kelly Willkom, your client, from the City of Durann (Judge) to present your new ideas in their office.

The student will begin the presentation with the appropriate statement.

## **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 is to assume the role of a marketing/branding consultant at Northwoods Marketing Group (NMG). You will be meeting with the Mayor of Durann, (judge) Mr./Miss Kelly Willkom, to showcase a new promotional campaign. NMG is a full-service agency with a vast experience covering the full spectrum of numerous industries including: manufacturing, agriculture, health care, insurance, tourism, finance, service, government and consumer. NMG delivers world class creative ideas with forward thinking brands. NMG specializes in what it takes to successfully launch a new product or makeover, and re-launch a brand in a way that helps it achieve its full potential.

The student's client is the city of Durann. Durann has a population of approximately 10,000 people. The median age in the city is 40 years. 55% is under the age of 45. The gender makeup of the city is 52.1% male and 47.9% female. It has a small town atmosphere. It is located on a major highway and has always seen a great amount of tourism in the summer and winter months. In summer, visitors enjoy the hiking trails, camping, fishing, ATVing, and other summer recreation activities. In winter, visitors come for the snowmobiling, ice fishing, snow shoeing, and dog sledding, etc. It once was considered the "gateway to the north". Durann has seen a tremendous drop in vacationers in the last five years. Visitors are simply driving through and heading to larger northern cities with a larger population.

You (the judge), Mr(s). Willkom, Mayor of Durann, would like the student to develop a promotional campaign that is positioned to travelers and Northwood's enthusiasts. The student will be meeting with you (Judge) to present their new ideas in your office.

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

1. Which element of promotional mix do you feel is the most effective/important part of your campaign? Why?

*a. Possible Solution: Answers will vary. Elements of the promotional mix are listed  
Types of promotion/Promotional Mix/Plan*

- *Advertising*
- *Personal Selling*
- *Sales Promotion (contests, rebates, sweepstakes, etc)*
- *Public Relations (Social Media-celebrity endorsers)*
- *Direct Marketing*

2. What do you feel is the biggest opportunity in rebranding this city?

*a. Possible Solution: Answers will vary. Possibly –increases awareness/visibility*

3. How will you feel will be the most effective way to position Durann?

*a. Possible Solution: Answers will vary. Strategies are listed below  
Product positioning = the image the product/service projects.*

*Types of strategies used to position products:*

- *Positioning by price and quality*
- *Positioning by features and benefits*
- *Positioning in relation to the competition*
- *Positioning in relation to other products/services*

*What do you see is the most effective method? Why?*

After the marketing/branding consultant (student) has answered your (judge's) questions, you (judge) will conclude the meeting by thanking him/her for his/her time.

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.

<b>Level of Evaluation</b>	<b>Interpretation Level</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 70-89 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**BUSINESS SERVICE MARKETING SERIES,  
2016**

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

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA: PRODUCT SERVICE  
MANAGEMENT**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Identify the impact of product life cycles on marketing decisions	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe factors used by marketers to position products	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Identify product opportunities	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.	Develop project plan	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	
<b>TOTAL SCORE</b>						