



**CAREER CLUSTER**

Business Management & Administration

**CAREER PATHWAY**

Corporate General Management

**INSTRUCTIONAL AREA**

Project Management

**MARKETING MANAGEMENT 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. Describe the functions of marketing and related activities.
2. Identify ways that technology impacts business.
3. Describe current business trends.
4. Explain the nature of business plans.
5. Develop strategies to achieve company goals/objectives.

## EVENT SITUATION

You are to assume the role of **Marketing Consultant** at **Office Pro Co.** The **Company's Owner** (Judge) has hired you to provide strategies for improving sales.

Office Pro Co. is a local, online/catalog factory outlet of computer software, office organizers, paper and other office supplies, targeted to small businesses. Customers pay an annual membership fee to take advantage of timely and convenient delivery, competitive prices, and superior customer service. Office Pro Co. regularly uses email blasts, Facebook, and its website to promote its services to businesses in the local Chamber of Commerce.

All orders for products are received in the warehouse and are divided among five delivery associates who schedule and deliver the orders 24 hours a day, seven days a week. The warehouse has a significant inventory. However, in an effort to maintain a high degree of customer service, delivery associates have the authority to purchase from an approved retailer, products not available in the warehouse. Delivery associates are paid an hourly wage, plus mileage reimbursement, and have the opportunity to earn a commission on sales in excess of the customer's initial order.

In the past six months, sales have declined, and the company's return on investment has plunged to an all-time low of 2.3%. Possible factors contributing to the problem are:

- Limited new member accounts
- Small orders that do not cover the delivery expenses
- Stiff price competition
- A saturated market of office supplies
- A new warehouse club big-box retailer selling limited office supplies with deep discounts

The Owner (judge) has hired you to give advice on strategies to improve sales. You will present your ideas in a role-play that will take place in the Owner's (judge's) office. The Owner (judge) will begin the role-play by greeting you and asking to hear your ideas. Once you have presented your suggestions and have answered the Owner's (judge's) questions, the Owner (judge) 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 to assume the role of the **Owner** of **Office Pro Co.** You have hired a **Marketing Consultant** (participant) to develop strategies for improving the company's sales.

Office Pro Co. is a local, online/catalog factory outlet of computer software, office organizers, paper and other office supplies, targeted to small businesses. Customers pay an annual membership fee to take advantage of timely and convenient delivery, competitive prices, and superior customer service. Office Pro Co. regularly uses email blasts, Facebook, and its website to promote its services to businesses in the local Chamber of Commerce.

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

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

1. What are the possible expenses with your suggestions?
2. How can we evaluate the effectiveness of your ideas?
3. What products or services could be added to assist our members?

Once the Marketing Consultant (participant) has answered your questions, you will conclude the role-play by thanking the Marketing Consultant (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.

### 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.



**MARKETING MANAGEMENT SERIES, 2015**

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

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

**INSTRUCTIONAL AREA: Project Management**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the functions of marketing and related activities	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Identify ways that technology impacts business	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Describe current business trends	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain the nature of business plans	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Develop strategies to achieve company goals/objectives.	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>						