

Principles of Business Administration  
Sample Events

Principles of Marketing

DECA Images  
1908 Association Drive  
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DECA Images

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## PREPARATION

As the local, district, state or international competitive event approaches, the advisors are encouraged to further prepare the competitor in tasks such as the following:



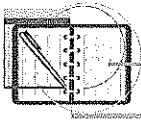
### Prepare yourself mentally.

The competitor should get sufficient sleep the night before competition so that (s)he will be mentally alert and able to concentrate on the activities.



### Dress appropriately.

Professional dress should be worn to all conference sessions. Please note: Competitors at the ICDC must wear an official DECA blazer during interaction with the judges. Official DECA blazers are sold through DECA Images.



### Follow the program agenda.

Competitors should carefully follow the program agenda provided at the conference. (S)he should locate the event room beforehand and arrive at the site early enough to be acclimated to the environment, relaxed, etc. Competitors must be on time for each event.



### Use preparation time wisely.

Competitors should take advantage of the time provided for each activity of the event. During the written tests, the competitor should think through each item completely and carefully while gauging the time appropriately. If time allows, recheck the answers. While preparing for the events, competitors should use all the time allotted constructively.



CAREER CLUSTER  
Marketing

INSTRUCTIONAL AREA  
Emotional Intelligence

## PRINCIPLES OF MARKETING EVENT

### PARTICIPANT INSTRUCTIONS

#### PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Interview 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. Recognize personal biases and stereotypes.
2. Adjust to change.
3. Exhibit cultural sensitivity.
4. Show empathy for others.

## INTERVIEW SITUATION

You are to assume the role of candidate for the position of sales associate at HEARTLAND PRIDE, an international distributor of agricultural food items throughout the world. HEARTLAND PRIDE specializes in providing the world with high quality food items from the heartland of America. The global economy has extended the HEARTLAND PRIDE brand into many cultures throughout the world. Sales associates must be sensitive to the customs, languages, and beliefs of the cultures representing the customer base. You have submitted your résumé and have been invited for a personal interview with the human resources director (judge). This interview will be used to measure your knowledge and understanding of an aspect of the business. The human resources director (judge) wants to make sure you understand and appreciate the importance of cultural sensitivity and empathy when conducting international business before considering you for employment as a sales associate.

In the first part of your interview you will explain the need for cultural sensitivity in the global marketplace and the importance of breaking down personal biases and stereotypes. Your presentation must also include additional performance indicators listed on the first page of this event. Following your explanation, the human resources director (judge) will ask you to respond to additional questions.

The interview will take place in the human resource director's (judge's) office. The human resource director (judge) will begin the interview by greeting you and asking to hear your explanation of the importance of cultural sensitivity. After you have provided your explanation and have answered the human resources director's (judge's) questions, the human resources director (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. Interview Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of human resources director for HEARTLAND PRIDE, an international distributor of agricultural food items throughout the world. HEARTLAND PRIDE specializes in providing the world with high quality food items from the heartland of America. The global economy has extended the HEARTLAND PRIDE brand into many cultures throughout the world. Sales associates must be sensitive to the customs, languages, and beliefs of the cultures representing the customer base. You are interviewing a candidate (participant) for a sales associate position. The candidate (participant) has submitted a résumé and completed one interview. This second and final interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of business. You want to make sure the candidate (participant) understands and appreciates the importance of cultural sensitivity and empathy when conducting international business before offering a position as a sales associate.

The candidate (participant) must demonstrate an understanding of cultural sensitivity and empathy when conducting international business. The candidate (participant) must explain the impact of personal biases and stereotypes in a global marketing setting.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her explanation of the importance of cultural sensitivity. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. Describe a strategy to break down unfair stereotypes of other cultures?
2. How can HEARTLAND PRIDE employees gain a better understanding of the different cultures we sell our products to?
3. What is the value of cultural sensitivity training for our company?

Once the candidate (participant) has answered your questions, you will conclude the interview by thanking the candidate (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.  
*Answers will vary but should demonstrate a basic understanding of the concepts.*

## 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.

**JUDGE'S EVALUATION FORM  
PMK**

**PERFORMANCE INDICATORS**

**DID THE PARTICIPANT:**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>1. Recognize personal biases and stereotypes?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>2. Adjust to change?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>3. Exhibit cultural sensitivity?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>4. Show empathy for others?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>5. Overall impression and responses to the judge's questions</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____

**TOTAL SCORE** \_\_\_\_\_



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Economics

**PRINCIPLES OF MARKETING EVENT**

**PARTICIPANT INSTRUCTIONS**

**PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Interview 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. Distinguish between economic goods and services.
2. Determine economic utilities created by business activities.
3. Explain the role of business in society.
4. Explain the concept of economic resources.

**JUDGE'S EVALUATION FORM  
PMK**

**PERFORMANCE INDICATORS**

**DID THE PARTICIPANT:**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>1. Recognize personal biases and stereotypes?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>2. Adjust to change?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>3. Exhibit cultural sensitivity?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>4. Show empathy for others?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>5. Overall impression and responses to the judge's questions</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____

**TOTAL SCORE** \_\_\_\_\_



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Economics

**PRINCIPLES OF MARKETING EVENT**

**PARTICIPANT INSTRUCTIONS**

**PROCEDURES**

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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. Distinguish between economic goods and services.
2. Determine economic utilities created by business activities.
3. Explain the role of business in society.
4. Explain the concept of economic resources.

## INTERVIEW SITUATION

You are to assume the role of candidate for an internship with TIME OUT FOODS, the management company for the food court located in your nearby shopping mall. You have submitted your résumé and have been invited for a personal interview with the human resources director (judge). This interview will be used to measure your knowledge and understanding of an aspect of the business. The human resources director (judge) wants to make sure you understand basic economic concepts that affect business activity for a food court before considering you for employment as a sales associate.

In the first part of your interview you will explain how business strategies for TIME OUT FOODS are affected by basic economic concepts. Your presentation must also include the additional performance indicators listed on the first page of this event. Following your explanation, the human resources director (judge) will ask you to respond to additional questions.

The interview will take place in the human resource director's (judge's) office. The human resources director (judge) will begin the interview by greeting you and asking to hear your strategy for making business decisions based upon basic economic concepts. After you have provided your explanation and have answered the human resources director's (judge's) questions, the human resources director (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
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3. Interview Situation
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5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE SITUATION CHARACTERIZATION

You are to assume the role of human resources director for TIME OUT FOODS, the management company for the food court located in the nearby shopping mall. You are interviewing a candidate (participant) for an internship position. The candidate (participant) has submitted a résumé and completed one interview. This second and final interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of business.

For the first part of the interview, the candidate (participant) must explain how business strategies for TIME OUT FOODS are affected by basic economic concepts. The candidate (participant) should also address the additional performance indicators listed on the first page of the event.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her explanation of economic concepts. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. How can unemployment rates affect businesses?
2. What role does competition play in the marketplace?

Once the candidate (participant) has answered your questions, you will conclude the interview by

thanking the candidate (participant) for the work.

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

*Answers will vary but should demonstrate a basic understanding of the concepts.*

## 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

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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.
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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.



**JUDGE'S EVALUATION FORM  
PMK**

**PERFORMANCE INDICATORS**

**DID THE PARTICIPANT:**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
1. Distinguish between economic goods and services?	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
2. Determine economic utilities created by business activities?	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
3. Explain the role of business in society?	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
4. Explain the concept of economic resources?	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
5. Overall impression and responses to the judge's questions.	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>TOTAL SCORE</b>					_____



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Information Management

**PRINCIPLES OF MARKETING EVENT**

**PARTICIPANT INSTRUCTIONS**

**PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Interview 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. Assess information needs.
2. Demonstrate basic database applications.
3. Obtain needed information efficiently.
4. Store information for future use.