



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Marketing

## **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 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 marketing functions and related activities
2. Explain customer/client/business buying behavior
3. Discuss actions employees can take to achieve the company's desired results
4. Demonstrate connections between company actions and results (influencing consumer buying behavior, gaining market share, etc.).

## **INTERVIEW SITUATION**

You are to assume the role of a **Candidate for an Internship** with the **Milwaukee Bucks group sales department**. You have submitted your resume and have been invited for a personal interview with the **Human Resource Manager** (judge). This interview will be used to measure your knowledge and understanding of a variety of aspects dealing with sales and marketing. The Human Resource Manager (judge) wants to make sure you understand the basics as they relate to Milwaukee's group sales department before considering you for an internship position.

This position requires a basic understanding of sales, customer buying behaviors, advertising, etc. In the first part of the interview you will need to explain your understanding of the marketing functions and how they relate to the position in group sales. Make sure to touch on the importance of the buying behaviors of consumers (why will they want to buy tickets) as well as how you will be able to achieve the company's sales goals. Following your explanation, the Human Resource Manager (judge) will ask you to respond to additional questions.

The interview will take place in the Human Resource Manager's (judge's) office. The Human Resource Manager (judge) will begin the interview by greeting you and asking to hear your explanation regarding your understanding of the marketing functions. After you have provided your explanation and have answered the Human Resource Manager's (judge's) questions, the Human Resource Manager (judge) will conclude the interview by thanking you for your presentation.

## 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 the **Human Resource Manager** for the **Milwaukee Bucks**. You are interviewing a **Candidate for an Internship** (participant) for a position in the group sales department. You want to make sure the candidate (participant) understands the functions of marketing before considering them as an intern.

For the first part of the interview, the candidate (participant) has been asked to briefly describe and explain their understanding of the marketing functions and how they relate to the position in group sales. They were also asked to touch on the importance of the buying behaviors of consumers (why will they want to buy tickets) as well as how you will be able to achieve the company's sales goals.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her thoughts regarding their understanding of the marketing functions and how they relate to the position in group sales.

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

1. Which of the marketing functions do you feel is connected to this position with the Bucks?

Possible answers:

- *The best answer would be that they are all interdependent on each other and if you eliminate any one of them it weakens the entire process.*

2. What is the best way for an employee to measure their success? (How will we know whether or not you are meeting your potential?)

Possible answers:

- *Answers will vary; possibilities include setting goals, looking for referrals, cold calls, etc.*

## 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.



**PRINCIPLES OF MARKETING, 2015**

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

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA: Marketing**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe marketing functions and related activities.	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
2.	Explain customer/client and business buying behavior.	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
3.	Discuss actions employees can take to achieve the company's desired results.	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
4.	Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
5.	Overall impression and responses to the judge's questions	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
<b>TOTAL SCORE</b>						