



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 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 how organizations adapt to today's markets
2. Explain the concept of private enterprise
3. Identify factors affecting a business's profit
4. Explain the concept of competition

BUSINESS SITUATION

You are to assume the role of a MARKETING INTERN for A to Z LIMO SERVICE. The company is located in a city with a population of approximately 75,000 people with the following urban amenities:

- A regional airport
- A major civic center that hosts a variety of events
- Three colleges
- Two hospitals
- A variety of large corporations

A To Z Limo Service has been in business for 20 years with the following fleet of vehicles:

- 9 passenger van
- 1-6 passenger limo
- 2-9 passenger stretch limos
- 2-7 passenger Lincoln Navigators
- 1-24 passenger party bus
- 1-28 passenger party bus
- 36 passenger coach bus

The company's services include airport and corporate shuttles, weddings, proms, business outings, birthday parties, and so forth. At the present time the company's only competition has been two local cab companies. The owner Mr./Ms. Rico (judge) recently became aware of Uber (**see explanation below*) and the drivers available in the local market, and he/she is concerned about the impact that this service will have on the airport and corporate shuttle portion of his/her business. Mr./Ms. Rico has asked you to be prepared to discuss the following topics:

- Should we be concerned with Uber entering the market? Why or why not?
- How can we compete with Uber?
- How might we offset any losses of business to Uber with our other services?

Your presentation will take place in Mr./Ms. Rico's (judge) office. He/She will begin the conversation by greeting you and asking to hear your ideas. Following your explanation, he/she will ask you to respond to additional questions. After you have provided your explanation and have answered his/her questions, Mr./Ms. Rico will conclude the conversation by thanking you for your presentation.

***What is Uber?** *Uber is a location-based app that makes hiring an on-demand private driver easy. For riders, Uber is a convenient, inexpensive, and safe taxi service. Customers can hire a private driver to pick them up and take them to their destination with a tap of a button on their phone – and they will be there in minutes. Not only is it an on demand car service, but the customer can see exactly where the driver is when they are coming to pick them up.*

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 Mr./Ms. Rico, the OWNER of A to Z LIMO SERVICE. Your company is located in a city with a population of approximately 75,000 people with the following urban amenities:

- A regional airport
- A major civic center that hosts a variety of events
- Three colleges
- Two hospitals
- A variety of large corporations

A To Z Limo Service has been in business for 20 years with the following fleet of vehicles:

- 9 passenger van
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- 1-24 passenger party bus
- 1-28 passenger party bus
- 36 passenger coach bus

The company's services include airport and corporate shuttles, weddings, proms, business outings, birthday parties, and so forth. At the present time the company's only competition has been two local cab companies. You (judge) recently became aware of Uber (**see explanation below*) and the drivers available in the local market, and you are concerned about the impact that this service will have on the airport and corporate shuttle portion of your business. You have asked your marketing intern (participant) to be prepared to discuss the following topics:

- Should we be concerned with Uber entering the market? Why or why not?
- How can we compete with Uber?
- How might we offset any losses of business to Uber with our other services?

The presentation will take place in your (judge) office. You will begin the conversation by greeting your marketing intern (participant) and asking to hear his/her ideas. Following their explanation, you will ask your marketing intern to respond to additional questions. After they have provided their explanation and have answered your questions, you will conclude the interview by thanking them for their presentation.

***What is Uber?** *Uber is a location-based app that makes hiring an on-demand private driver easy. For riders, Uber is a convenient, inexpensive, and safe taxi service. Customers can hire a private driver to pick them up and take them to their destination with a tap of a button on their phone – and they will be there in minutes. Not only is it an on demand car service, but the customer can see exactly where the driver is when they are coming to pick them up.*

Judge Questions/Possible Solutions:

After the marketing intern (participant) presents their ideas, you are to ask each participant the following questions:

1. How can I get customers to use our services over the Uber drivers?
 - a. *Answers will vary, but participants may mention that the owner could expand their marketing efforts, focus on the luxury/hospitality aspects of our service, use local contacts that they have developed relationships with, etc.*
2. Are there any changes you would recommend to our fleet of vehicles that might help us expand our profits/market?
 - a. *Answers will vary, but participants may mention one of the following:*
 - i. *Add a convertible or additional luxury vehicle to become more attractive to the higher end clients that they may presently not be serving.*
 - ii. *Look at adding a vehicle that can transport wheel chairs or clients with medical concerns.*
 - iii. *Leave the fleet as it is, but focus more on the other services versus those affected by Uber.*

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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



PRINCIPLES OF MARKETING, 2017

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: ECONOMICS

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain how organizations adapt to today's markets	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the concept of private enterprise	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Identify factors affecting a business's profit	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain the concept of competition	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						