



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. Distinguish between economic goods and services
2. Describe factors that affect the business environment
3. Explain how organizations adapt to today's markets
4. Explain the principles of supply and demand

BUSINESS SITUATION

You are to assume the role of a **MARKETING INTERN** for the **LARGEST INTERNATIONAL AIRPORT IN YOUR STATE**. The Director of Marketing, Mr./Ms. Scott (judge), has given you the task of looking into the recent trend of gate-hugging by customers flying out of your airport. Gate-hugging refers to the habit of consumers going directly to the gate their plane will be departing from as soon as they get to the airport whether they're an hour early or three.

This trend can be a problematic for the airport, shops within, and for the travelers. When travelers don't leave their gate area they miss out on upgraded dining and shopping options offered in most international airports including yours. It also means that the airport food and retail outlets miss out on potential sales which in turn affects the airport operating budget as the rent and fees from these outlets sales make up an increasing percentage of the budget.

Airports have been testing a variety of options to adapt to the changing consumer habits. The following three options are seeing the best results.

Option #1: Bringing mobile carts stocked with snacks, beverages, magazines and other items to the gate areas.

Option #2: Using I-pad enhanced seating areas near the gates where travelers can order food, drinks, snacks, etc. from nearby restaurants and shops.

Option #3: A brand new app powered service that allows travelers to order food, drinks, and products that are for sale anywhere in the airport and have them delivered to their gate.

You have been asked by Mr./Ms. Scott to recommend one of these options. You should also share your ideas as to why you feel it's important for us to adapt to this change in consumer habits and what factors may have caused this trend.

The presentation will take place in the Director of Marketing's office. Mr./Ms. Scott will begin the conversation by greeting you and asking to hear your recommendation. Following your presentation, they will ask you to respond to additional questions. After you have provided your recommendation and have answered their questions, they will conclude the conversation 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 MR./MS. SCOTT, DIRECTOR OF MARKETING for the LARGEST INTERNATIONAL AIRPORT IN YOUR STATE. You have recently given one of your marketing interns (student) the task of looking into the trend of gate-hugging by customers flying out of your airport. Gate-hugging refers to the habit of consumers going directly to the gate their plane will be departing from as soon as they get to the airport whether they're an hour early or three.

This trend can be a problematic for the airport, shops within, and for the travelers. When travelers don't leave their gate area they miss out on upgraded dining and shopping options offered in most international airports including yours. It also means that the airport food and retail outlets miss out on potential sales which in turn affects the airport operating budget as the rent and fees from these outlets sales make up an increasing percentage of the budget.

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Option #3: A brand new app powered service that allows travelers to order food, drinks, and products that are for sale anywhere in the airport and have them delivered to their gate.

You have asked one of your marketing interns to recommend one of these options. You also asked them to share their ideas as to why they feel it's important for us to adapt to this change in consumer habits and what factors may have caused this trend.

The presentation will take place in your office. You will begin the conversation by greeting the marketing intern and asking to hear their recommendation. Following their presentation, you will ask them to respond to additional questions. After they have provided their recommendation and have answered your questions, you will conclude the conversation by thanking them for their presentation.

During the course of the meeting you are to ask the following questions of each participant:

1. Explain how the principles of supply and demand impact our decision to change our model of offering goods and services to travelers using your option.

- a. *Possible Solutions: Answers will vary, but participants may mention something similar to the following:*

- i. *Our restaurants and retail outlets can have the right amount of inventory on all of their products, but if the consumers aren't going by or visiting the shops there won't be a demand for those items. Much of the sales in airports are impulse purchases. People need to see the product in order to encourage them to make the purchase.*

Supply in its simplest terms is the amount of a product that is available for purchase at a given point in time and demand is how much of a given product consumers are interested in and willing to purchase at a given point in time.

2. Will this option work for both goods and services? Example: Shoe Shine Service versus goods from one of the book stores.
 - a. *Possible Solutions: Answers will vary, but participants may mention something similar to the following:*
 - i. *With options #1 and #3 all we would do is have a mobile shoe shine cart.*
 - ii. *With option #2 it might not work because the I-pad system only works for vendors in a particular area. If there wasn't a shoe shine vendor in that area the service wouldn't be available.*

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.

Performance Indicator Information

1. **Distinguish between economic goods and services:** Students should show understanding in answer to question #2. In its simplest terms, a good is something with physical characteristics while a service is something that you do for someone.
2. **Describe factors that affect the business environment:** Factors could be such things as security issues, physical size of the airport, time restraints, increased consumer costs, group size, etc.
3. **Explain how organizations adapt to today's markets:** It's important for organizations to adapt or they will be passed up by their competition. Adaptation may be in the form of delivery options, pricing, payment options, convenience, customer service, etc.
4. **Explain the principles of supply and demand:** Students should answer this when answering question #1. Supply in its simplest terms is the amount of a product that is available for purchase at a given point in time and demand is how much of a given product consumers are interested in and willing to purchase at a given point in time.



PRINCIPLES OF MARKETING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA:
Economics

Did the participant:

| | | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | |
| 1. | Distinguish between economic goods and services | 14-15 | 16-17 | 18 | |
| 2. | Describe factors that affect the business environment | 14-15 | 16-17 | 18 | |
| 3. | Explain how organizations adapt to today's markets | 14-15 | 16-17 | 18 | |
| 4. | Explain the principles of supply and demand | 14-15 | 16-17 | 18 | |
| 21st CENTURY SKILLS | | | | | |
| 5. | Reason effectively and use systems thinking? | 4 | 5-6 | 7 | |
| 6. | Communicate clearly? | 4 | 5-6 | 7 | |
| 7. | Show evidence of creativity? | 4 | 5-6 | 7 | |
| 8. | Overall impression and responses to the judge's questions | 4 | 5-6 | 7 | |
| TOTAL SCORE | | | | | |

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator