



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Marketing-Information Management

BUSINESS SERVICES MARKETING 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. Explain the nature of marketing research.
2. Describe the need for marketing information.
3. Describe data-collection methods.
4. Identify information monitored for marketing decision making.
5. Identify ways to track marketing-communications activities.



EVENT SITUATION

You are to assume the role of a marketing consultant hired by SOLUTIONS, a company that helps small businesses with internet marketing and search engine optimization (SEO). The owner of SOLUTIONS (judge) has asked you to design a market research survey that will gain insight into the current problems and challenges businesses in the market are experiencing so that SOLUTIONS can provide the best possible services.

SOLUTIONS is located in a city of 300,000 people. The company has over 100 clients, all small business owners that lack the technological expertise to create websites, begin offering internet sales, establish successful SEO methods and general internet marketing. Clients utilize SOLUTIONS' services the most during the first year, but once the small business is set-up and established they tend to have minimal contact with SOLUTIONS and over half fail to renew their annual contract.

The owner of SOLUTIONS (judge) has hired you to create a market research survey to help determine current technology-based problems and challenges facing small business owners in the market at this time. The owner (judge) feels that awareness of the problems will help SOLUTIONS better market their services to existing and potential clients. Right now the owner (judge) is unaware if clients are more interested in e-commerce advances, marketing techniques, social media or other technology based services.

The owner (judge) has hired you to create a market research survey outline that will determine market needs and challenges. The manager would like the outline to include:

- Questions to be asked
- Data-collection methods
- Techniques to track survey respondents

You will present your market research survey outline to the owner (judge) in a role-play to 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. After you have presented the market research survey 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 owner of SOLUTIONS, a company that helps small businesses with internet marketing and search engine optimization (SEO). You have hired a marketing consultant (participant) to design a market research survey that will gain insight into the current problems and challenges businesses in the market are experiencing so that SOLUTIONS can provide the best possible services.

SOLUTIONS is located in a city of 300,000 people. The company has over 100 clients, all small business owners that lack the technological expertise to create websites, begin offering internet sales, establish successful SEO methods and general internet marketing. Clients utilize SOLUTIONS' services the most during the first year, but once the small business is set-up and established they tend to have minimal contact with SOLUTIONS and over half fail to renew their annual contract.

You have hired the marketing consultant (participant) to create a market research survey to help determine current technology-based problems and challenges facing small business owners in the market at this time. You feel that awareness of the problems will help SOLUTIONS better market their services to existing and potential clients. Right now you are unaware if clients are more interested in e-commerce advances, marketing techniques, social media or other technology based services.

You have hired the consultant (participant) to create a market research survey outline that will determine market needs and challenges. You would like the outline to include:

- Questions to be asked
- Data-collection methods
- Techniques to track survey respondents

The consultant (participant) will present the market research survey outline to you in a role-play to take place in your office. You will begin the role-play by greeting the consultant (participant) and asking to hear his/her ideas.

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

1. What is the best way to encourage potential clients to complete the survey?
2. How long should we survey people?
3. What is an acceptable return rate on completed surveys?

Once the marketing consultant (participant) has presented the outline and 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.

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 70-89th 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.

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 0-49th percentile of business personnel performing this performance indicator.



**BUSINESS SERVICES MARKETING SERIES,
2015**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

INSTRUCTIONAL AREA
Marketing-Information Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing research?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe the need for marketing information?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Describe data-collection methods?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Identify information monitored for marketing decision making?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Identify ways to track marketing-communications activities?	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	
TOTAL SCORE						