



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Economics

**MARKETING MANAGEMENT EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

**GENERAL PERFORMANCE INDICATORS**

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- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

**SPECIFIC PERFORMANCE INDICATORS**

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- Explain the nature of business ethics.
- Explain how organizations adapt to today's markets.
- Identify factors affecting business risk.
- Align marketing activities with business objectives.
- Evaluate market opportunities.

## CASE STUDY SITUATION

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You are the director of marketing for DO WELL INDUSTRIES, a nonprofit organization that provides community-based programs and job training for people that have circumstances that might prevent them from gaining employment, such as developmental disabilities, criminal record, or lack of education. DO WELL is funded by a large network of retail thrift stores that operate as nonprofits, as well.

There are over 3,000 DO WELL retail stores in the nation. The stores sell merchandise that has been donated by community members and includes clothing, shoes, toys, housewares, furniture, and other miscellaneous items. DO WELL sells items at a fraction of the cost of buying items brand-new.

DO WELL INDUSTRIES has a modest marketing budget. After 100 years of serving communities, most people are aware of the DO WELL brand and what the retail stores offer. A portion of the marketing budget is allocated to educating the public on the beneficial services that the organization provides communities; job-training, interview-training, job-placement, resume building and other placement activities.

A larger portion of the marketing budget is spent promoting the retail stores to those that might be in-need of lower cost inventory. Marketing promotions in the forms of flyers and posters are set up in unemployment offices, job search facilities, head start programs, low-income housing projects, and in other places deemed in-need of discount merchandise.

Since its inception, the majority of DO WELL shoppers have included those of lower socio-economic status. There are shoppers that frequent DO WELL retail locations during holidays such as Halloween or Christmas, looking for costumes or other reduced priced clothing items. In the past two years, a shift has occurred, and many Generation Z shoppers have started frequenting DO WELL retail locations.

Generation Z now makes up close to 30% of all DO WELL retail store shoppers. Generation Z not only applauds the environmentally friendly concept of reusing clothing and other items, but appreciates the cheaper costs than at traditional retail stores. The Generation Z shoppers do not represent lower socio-economic status, with the majority being from middle-class to upper-middle class status. In 2019, the nearly 30% of Generation Z that have shopped at DO WELL represented a 46% jump from 2017. This number is projected to peak in the next five years.

## YOUR CHALLENGE

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The executive director is fascinated by the popularity of DO WELL among Generation Z. The influx of spending by this group directly correlates with the amount of revenue the nonprofit can spend on its social programs. The executive director feels that the majority of DO WELL'S marketing budget should be spent marketing and promoting its retail stores to the Generation Z demographic. Other executives feel that could potentially alienate the lower socio-economic market that truly needs DO WELL'S reduced price merchandise.

The executive director has asked you to weigh the pros and cons of allocating the majority of the marketing budget on targeting Generation Z or keeping the budget as-is. The executive director wants your analysis to include business ethics, the impact on DO WELL'S business objectives, and risks involved.

## EVALUATION INSTRUCTIONS

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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 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 director 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.



**MARKETING MANAGEMENT  
2021**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Economics

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of business ethics?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain how organizations adapt to today's markets?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Determine factors affecting business risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Align marketing activities with business objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Evaluate market opportunities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						