



**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Product/Service Management

## **CAREER CLUSTER**

### **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**

- 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**

1. Create a product/brand plan.
2. Develop new-product launch plan.
3. Build product/service brand.
4. Develop customer profile.
5. Explain the concept of marketing strategies.

#### **CASE STUDY SITUATION**

You are the senior vice president of marketing for NATURALLY, a new company that will soon launch its products in the United States and Canada. Naturally produces 55 health and skincare products that will soon be sold in drugstores. Each of the products retails for under \$10.00 and the brand promises that all products are non-GMO verified, gluten free, soy free, cruelty free and vegan. NATURALLY will be one of the only truly all natural health and skincare products available in drugstores.

The founder and president of NATURALLY decided to create the products because there are so many people that need natural products due to health concerns or simply want these natural products and there are not many distribution channels. The majority of natural health and skincare products are only available online or in specialty shops and they are expensive. These distribution channels exclude many customers; those not living near specialty shops, unable or unwilling to shop online or simply unable to afford the expensive prices.

NATURALLY will market the following types of products: hand soaps, shower gels, moisturizers, body lotions, deodorants, shampoos and conditioners. The products will be sold at major drugstore chains and the prices all below \$10.00.

The founder is excited to begin planning the launch of NATURALLY products. The launch is set for spring.

## **YOUR CHALLENGE**

The founder of NATURALLY has asked you to do the following in preparation for the spring launch:

- Develop a profile of NATURALLY customers
- Create a product/brand plan that fits with targeted customers
- Decide on a plan for the launch of NATURALLY products – advertising, in-store promotions, etc
- Determine marketing strategies that will target NATURALLY customers

You will present your recommendations to the founder in a meeting to take place in the founder's office. The founder may be accompanied by additional executives from the organization.



**MARKETING MANAGEMENT, 2017**

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

**JUDGE'S EVALUATION FORM**

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

**INSTRUCTIONAL AREA**

Product/Service Management

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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**PERFORMANCE INDICATORS**

		0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
1.	Create a product/brand plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop new-product launch plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Build product/service brand?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop customer profile?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	

**PRESENTATION**

		0-1	2-3	4	5	
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 responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	

**TOTAL SCORE**

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