



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 interview task. You will have up to 10 minutes to review this information to determine how you will perform the task and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the interview situation.
2. You will have up to 10 minutes with the judge, including 5 to 7 minutes to accomplish the task and several minutes to respond to follow-up questions. (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 interview.

PERFORMANCE INDICATORS

1. Describe marketing functions and related activities.
2. Explain the role of business in society.
3. Explain the concept of private enterprise.
4. Describe types of business activities.



INTERVIEW SITUATION

You are to assume the role of candidate for a customer service representative position in the public relations department at SOUTHWEST OIL, a large energy company involved in the refining and distribution of gasoline and petroleum products. You have submitted your résumé and have been invited in for a personal interview with the public information director (judge). This interview will be used to measure your knowledge and understanding of an aspect of the business. The public information director (judge) wants to make sure you understand the important role that business plays in society before offering you the customer service representative position.

The public relations department of SOUTHWEST OIL administers and communicates all civic and charitable contributions that the company makes. In the first part of the interview you will explain how the company's charitable contribution program benefits society and the role it plays in the overall marketing efforts of SOUTHWEST OIL. Your presentation must also include the additional performance indicators listed on the first page of this event. Following your explanation, the public information director (judge) will ask you to respond to additional questions.

The interview will take place in the public information director's (judge's) office. The public information director (judge) will begin the interview by greeting you and asking to hear your explanation on the role of business in society. After you have provided your explanation and have answered the director's (judge's) questions, the public information director (judge) will conclude the interview 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. Event 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 public information director of SOUTHWEST OIL, a large energy company involved in the refining and distribution of gasoline and petroleum products. The candidate (participant) is applying for a customer service representative position in the public relations department. The candidate (participant) has submitted a résumé and has been invited in for a personal interview with you. This interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of the business. You want to make sure the candidate (participant) understands the role that business plays in society before offering the customer service position.

The public relations department of SOUTHWEST OIL administers and communicates all civic and charitable contributions that the company makes. During the first part of the presentation the candidate (participant) has been asked to explain how the company's charitable contribution program benefits society and the role it plays in the overall marketing efforts of SOUTHWEST OIL. The candidate's (participant's) presentation should also include the additional performance indicators listed on the first page of this event. In the second part of the interview the candidate (participant) will answer your questions.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her explanation of the role of business in society.

After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each candidate (participant):

1. How does a company decide which civic or charitable causes deserve its financial support?
2. Do charitable donations produce higher sales for a business?
3. Is it better for a company to support one charity with one large contribution or to make smaller contributions to many charitable groups?

Once the candidate (participant) has answered your questions, you will conclude the discussion by thanking the candidate (participant) for the work.

You are not to make any comments after the event is over except to thank the candidate.

Answers will vary but should demonstrate a basic understanding of the concepts.

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.