

**CAREER CLUSTER**

Marketing

INSTRUCTIONAL AREA

Marketing

PRINCIPLES OF MARKETING**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. Explain marketing and its importance in a global economy.
2. Identify ways that technology impacts a business.
3. Apply information to accomplish a task.
4. Describe marketing functions and related activities.

INTERVIEW SITUATION

You are to assume the position as a candidate for a research position at UNICORN INTERNATIONAL, a company that sells unicorns internationally. This company is planning to expand to Egypt next quarter. You have submitted your resume and have been invited in for a second interview with the executive vice president (judge). This interview will be used to measure your understanding of this aspect of business. The judge wants to make sure you understand skills related to international marketing.

The main part of your job will be assisting the marketing team expand. In the first part of the interview, you will have to talk about the importance of marketing and how to expand a business internationally. Your presentation must include the four performance indicators listed on the first page of your event. After your presentation the executive vice president (judge) will ask you several questions.

This interview will take place in the executive vice president's (judge's) office. The executive vice president (judge) will begin the interview by greeting you and asking to hear your ideas on marketing. After you have provided your explanation and have answered the executive vice president's (judge's) questions, the executive vice president (judge) will conclude the interview by thanking you for your presentation.