

MARKETING ANALYSIS & DECISION MAKING

Earning a degree in a specific field is important to an individual's future success in the job market. This event recognizes PBL members who possess knowledge across the core curriculum in the area of marketing.

Eligibility

Chapters may submit teams of 2-3 participants who are members from active local chapters, on record in the national center as having paid membership dues by SBLC of the current school year. No more than one team member may have entered this event at a prior NLC.

Overview

This event consists of two (2) parts: an objective test and a performance component.

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Individuals or team members will take one objective test collaboratively. Nongraphing calculators may be used.

The case study is an interactive role play situation.

Performance Guidelines

- The top ten (10) individuals or teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each individual or team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The individual or team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- The teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

Objective Test Competencies

- consumer behavior
- advertising and promotion/sales management
- e-commerce
- marketing management
- public relations
- marketing research
- marketing principles and concepts

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas
- explain content logically and systematically

REFERENCE: Marketing Analysis & Decision Making— Performance RATING SHEET-33