



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Promotion

Product/Service Management

**AUTOMOTIVE SERVICES MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

**PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (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 role-play.

**PERFORMANCE INDICATORS**

1. Explain the role of promotion as a marketing function.
2. Identify the elements of the promotional mix.
3. Explain the concept of market and market identification.
4. Communicate core values of product/service.
5. Identify product's/service's competitive advantage.



## EVENT SITUATION

You are to assume the role of director of membership services at AUTOMOTIVE BENEFIT CLUB (ABC). The executive director (judge) has asked you to determine the best way to educate current and prospective members on ABC membership benefits.

AUTOMOTIVE BENEFIT CLUB (ABC) is a major auto service company with membership available to all licensed drivers in all fifty states. Annual membership fees vary from state to state, but membership never exceeds \$100 per household.

Among other perks, ABC membership offers the following benefits:

Towing up to 50 miles	Vehicle locksmith services
Change of flat tire	24 Hour emergency travel assistance
Emergency fuel delivery	Discounts on lodging and rental cars

The executive director (judge) feels that the company has lacked in membership promotion. The executive director (judge) is convinced that not only potential members, but current members as well, are unaware of all the services membership offers. Research indicates that most current members only utilize the towing services of the company.

The executive director (judge) wants to educate the public on all the company's membership benefits. You have been asked to determine the best way to promote ABC to both members and nonmembers. The executive director (judge) has asked you to consider the following issues:

- Target market
- Promotional ideas
- Market segments

You will present your ideas to the executive director (judge) in a role-play to take place in the executive director's (judge's) office. The executive director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have made your presentation and answered the executive director's (judge's) questions, the executive director (judge) will conclude the role-play by thanking you for your work.

## **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 Role-play 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 ROLE-PLAY CHARACTERIZATION**

You are to assume the role of executive director of AUTOMOTIVE BENEFITS CLUB (ABC). You have asked the director of membership services (participant) to determine the best way to educate current and prospective members on ABC membership benefits.

AUTOMOTIVE BENEFIT CLUB (ABC) is a major auto service company with membership available to all licensed drivers in all fifty states. Annual membership fees vary from state to state, but membership never exceeds \$100 per household.

Among other perks, ABC membership offers the following benefits:

Towing up to 50 miles	Vehicle locksmith services
Change of flat tire	24 Hour emergency travel assistance
Emergency fuel delivery	Discounts on lodging and rental cars

As executive director, you feel that the company has lacked in membership promotion. You are convinced that not only potential members, but current members as well, are unaware of all the services membership offers. Research indicates that most current members only utilize the towing services of the company.

You want to educate the public on all the company's membership benefits. You have asked the director of membership services (participant) to determine the best way to promote ABC to both

members and nonmembers. You have asked the director of membership services (participant) to consider the following issues:

- Target market
- Promotional ideas
- Market segments

The director of membership services (participant) will present the ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the director of membership services (participant) and asking to hear the presentation.

During the course of the role-play you are to ask the following questions of each participant:

1. Technology has become more and more mobile, do you think this helps or hinders our company?
2. How will it benefit us to target our current customers on all the benefits of membership?

Once the director of membership services (participant) has made the presentation and has answered your questions, you will conclude the role-play by thanking the director of membership services (participant) for the work.

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

## 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 <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.

## JUDGE'S EVALUATION FORM

ASM  
SAMPLE EVENT

### DID THE PARTICIPANT:

#### 1. Explain the role of promotion as a marketing function?

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at explaining the role of promotion as a marketing function were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained the role of promotion as a marketing function.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained the role of promotion as a marketing function.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained the role of promotion as a marketing function.

#### 2. Identify the elements of the promotional mix?

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at identifying the elements of the promotional mix were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately identified the elements of the promotional mix.

**Meets Expectations**

**12, 13, 14, 15**

Effectively identified the elements of the promotional mix.

**Exceeds Expectations**

**16, 17, 18**

Very effectively identified the elements of the promotional mix.

#### 3. Explain the concept of market and market identification?

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at explaining the concept of market and market identification were weak or incorrect.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained the concept of market and market identification.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained the concept of market and market identification.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained the concept of market and market identification.

#### 4. Communicate core values of product/service?

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at communicating core values of product/service were inadequate or unclear.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately communicated core values of product/service.

**Meets Expectations**

**12, 13, 14, 15**

Effectively communicated core values of product/service.

**Exceeds Expectations**

**16, 17, 18**

Very effectively communicated core values of product/service.

#### 5. Identify product's/service's competitive advantage?

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at identifying product's/service's competitive advantage were weak or inadequate.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately identified product's/service's competitive advantage.

**Meets Expectations**

**12, 13, 14, 15**

Effectively identified product's/service's competitive advantage.

**Exceeds Expectations**

**16, 17, 18**

Very effectively identified product's/service's competitive advantage.

#### 6. Overall impression and response to the judge's questions.

**Little/No Value**

**0, 1**

Demonstrated few skills; could not answer the judge's questions.

**Below Expectations**

**2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_