



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Marketing Information Management

HOSPITALITY SERVICES TEAM DECISION MAKING 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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Assess information needs.
- Obtain needed information efficiently.
- Discuss the nature of information management.
- Describe the need for marketing information.
- Explain the nature of marketing research.
- Describe options businesses use to obtain marketing-research data.
- Discuss the nature of sampling plans.



CASE STUDY SITUATION

You are to assume the roles of research specialists for HOME AWAY FROM HOME, a new extended-stay hotel chain. The owner of HOME AWAY FROM HOME (judge) has asked you to describe an information system to improve sales and customer service offered by the company.

HOME AWAY FROM HOME is a new chain of extended-stay hotels located throughout the United States. The hotel chain offers weekly and monthly rates predominantly for individuals and families involved in job relocation. HOME AWAY FROM HOME takes pride in its upscale properties located in nice suburbs of major cities. The owner (judge) wants to implement a marketing-information management system for customer feedback and referral business.

HOME AWAY FROM HOME attributes much of its sales success to the customer service provided by sales associates. The company requires sales associates to learn the names of customers. The owner (judge) has asked you to describe the best strategy for following up with guests to determine their level of satisfaction with their stay. The owner (judge) also wants to hear your strategy for building a customer referral database.

The owner (judge) has asked your team to describe a marketing-information management system that determines the level of customer satisfaction and builds a customer referral database. Your presentation should cover the following topics:

- need for marketing information
- types of information collected and managed
- information efficiency
- marketing research
- primary research

You will present your recommendations to the owner (judge) in a meeting to take place in the owner's (judge's) office. The owner (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your marketing information management strategies and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of HOME AWAY FROM HOME, a new extended-stay hotel chain. You have asked research specialists (participant team) to describe a marketing-information management system that collects valuable information used to increase customer satisfaction and referral sales.

HOME AWAY FROM HOME is a new chain of extended-stay hotels located throughout the United States. The hotel chain offers weekly and monthly rates predominantly for individuals and families involved in job relocation. HOME AWAY FROM HOME takes pride in its upscale properties located in nice suburbs of major cities. You want to implement a marketing-information management system for customer feedback and referral business.

HOME AWAY FROM HOME attributes much of its sales success to the customer service provided by sales associates. The company requires sales associates to learn the names of customers. You have asked the research specialists (participant team) to describe the best strategy for following up with guests to determine their level of satisfaction with their stay. The research specialists (participant team) must also describe a strategy for building a customer referral database.

You have asked the research specialists (participant team) to describe a marketing-information management system that determines the level of customer satisfaction and builds a customer referral database. The presentation should cover the following topics:

- need for marketing information
- types of information collected and managed
- information efficiency
- marketing research
- primary research

The research specialists (participant team) will present their recommendations to you in a meeting to take place in your office. You will begin the meeting by greeting the participants and asking to hear their ideas about marketing-information management.

After the research specialists (participant team) have presented their marketing-information management strategies, you are to ask the following questions of each participant team:

1. Why is primary research more important for our company than secondary research?
2. What incentive can HOME AWAY FROM HOME offer customers who provide referral sales?
3. How can a customer database be used to personalize our customer relationships?

Once the research specialists (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.

JUDGE'S EVALUATION FORM **HTDM** **SAMPLE EVENT**

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Assess information needs?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Obtain needed information efficiently?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Discuss the nature of information management?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Describe the need for marketing information?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Explain the nature of marketing research?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Describe options businesses use to obtain marketing-research data?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Discuss the nature of sampling plans?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE					_____