



**2011-12 Missouri DECA
Mini Competitive Events**

OCCUPATIONAL CATEGORY

Marketing

INSTRUCTIONAL AREA

Apparel and Accessories Marketing

TEACHER GRADE SHEET

____/15	Introduction: Name, Title, Purpose
____/20	Performance Indicator 1: SWOT Analysis
____/35	Performance Indicator 2: 7 marketing core functions
____/	Performance Indicator 2a: Channel Management
____/	Performance Indicator 2b: Marketing Information Management
____/	Performance Indicator 2c: Market Planning
____/	Performance Indicator 2d: Pricing
____/	Performance Indicator 2e: Product/Service Management
____/	Performance Indicator 2f: Promotion
____/	Performance Indicator 2g: Selling
____/10	Sketch
____/5	Creative Touch: Technology, Emotional Attachment/Story, Environmental Concern, Community Service/Public Relations, New or Popular Trend, Current DECA Theme, Humor, etc.
____/5	Closing: Restate overall purpose of discussion; thank you; questions
____/90	TOTAL POINTS