

**2011-12 Missouri DECA**

**Mini Competitive Events**

**CAREER CLUSTER**

Business Management and Administration

**INSTRUCTIONAL AREA**

Market Research

TEACHER GRADE SHEET

\_\_\_\_\_/15 Introduction: Name, Title, Purpose

\_\_\_\_\_/5 Performance Indicator 1: Define the need for market research

\_\_\_\_\_/10 Performance Indicator 2: Explain the difference between primary and secondary market research

\_\_\_\_\_/5 a. Examples of primary market research

\_\_\_\_\_/5 b. Examples of secondary market research

\_\_\_\_\_/5 Performance Indicator 3: Select target market

\_\_\_\_\_/5 Performance Indicator 4: Define demographics

\_\_\_\_\_/5 a. State how demographics plays a role in market research

\_\_\_\_\_/15 Performance Indicator 5: Explore a variety of promotional methods that will reach this specific target market

\_\_\_\_\_/10 Sketch

\_\_\_\_\_/5 Creative Touch: Technology, Emotional Attachment/Story, Environmental Concern, Community Service/Public

Relations, New or Popular Trend, Current DECA Theme, Humor, etc.

\_\_\_\_\_/15 Closing: re-summarize key points, thank judge, ask if there are any questions

**\_\_\_\_\_/105 TOTAL POINTS**