

**2011-12 Missouri DECA**

**Mini Competitive Events**

**CAREER CLUSTER**

Business Management and Administration

**INSTRUCTIONAL AREA**

Market Research

JUDGES GRADE SHEET

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| ITEM | 9-8-7 | 6-5-4 | 3-2-1-0 |
| Introduction | Good eye contact, firm handshake, introduce themselves with proper name, title (assistant marketing manager) and purpose for presentation | Some of the items stated:  Good eye contact, firm handshake, introduce themselves with proper name, title (assistant marketing manager) and purpose for presentation | Few of the items stated:  Good eye contact, firm handshake, introduce themselves with proper name, title (assistant marketing manager) and purpose for presentation |
| Performance Indicator 1: Define the need for market research | Need for market research clearly defined (**Market research** is any organized effort to gather information about [markets](http://en.wikipedia.org/wiki/Markets) or customers  Market research is a key factor to get advantage over competitors. Market research provides important information to identify and analyze the market need, market size and competition. | Need for market research somewhat defined; included customers but not clear about competitors, research or analyzing the need | Unclear statement about market research; not clearly defined or stated clearly  No information about customers, markets or competitors stated |
| Performance Indicator 2: Define the difference between primary and secondary research | Both Clearly defined  Primary research – collecting ORIGINAL data;  Secondary research—existing data  Fits well into role play discussion | Somewhat defined both primary and secondary research;  Somewhat fits into role play discuss; flow is not consistent | One or both not well defined  Role play discussion does not flow with this category |
| Performance Indicator 2 a: Examples of Primary Market Research | Primary research examples include questionnaires, surveys, interviews, observation, telephone interviews, etc.  Examples clearly stated and tied into role play situation | examples are given; somewhat clear and connected well with role play situation | unclear examples—not sure about connection within role play situation |
| Performance Indicator 2 b: Examples of Secondary Market Research | Secondary research examples include statistics, reviews, newspaper, magazine articles, etc.  Examples clearly stated and tied into role play situation | examples are given; somewhat clear and connected well with role play situation | unclear examples—not sure about connection within role play situation |
| Performance Indicator 3: Select Target Market | Target Market selected (target market states the group of customers selected for the product/service being provided)  The target market is clearly well defined and matches up well with the product/service  Market segments become clear leading into PI 4 (demographics, psychographics, buying characteristics…) | Target market is selected  1 Problem might include:   * Not connected with role play * not well defined * not clearly linked to product/ service * market segments not becoming clear leading into PI 4 * Other | Target market is selected  2 or more Problems might *include*:   * Not connected with role play * not well defined * not clearly linked to product/ service * market segments not becoming clear leading into PI 4 * Other   OR  Target market is not mentioned |
| Performance Indicator 4: Define demographics | Demographics are clearly defined (2-3 categories are given….gender, age, income, occupation, education, household size, and stage in the family life cycle) | Demographics are clearly defined (1-2 categories are given….gender, age, income, occupation, education, household size, and stage in the family life cycle)  OR 2-3 categories given but unclear and not defined within the role play | Demographics are clearly defined (1 category is given….gender, age, income, occupation, education, household size, and stage in the family life cycle)  OR 1 or more categories given but unclear and not defined within the role play |
| Performance Indicator 4 a: State how demographics play a role in market research | Clearly defined and stated to prove importance--flows well into role play (market data is based on concrete numbers, which can be useful when developing new products but may not be enough to create a successful product. When creativity is mixed with marketing data, however, both subjective and objective targets may be reached) | Somewhat defined  Partially proven importance  Flow within role play needs work | Not clearly defined—it is stated  Partially or little proof of importance  No flow within role play |
| Performance Indicator 5: Explore a variety of promotional methods that will reach this specific target market | At least 3 Promotional methods stated: advertising, public relations, personal selling, promotional sales | At least 2 Promotional methods stated | At least 1 promotional method stated  OR NONE |
| Sketch | Sketch is utilized  Creative  Clear  Productive—gives direction of the goals for the role play to help prove a point | Sketch is utilized  Somewhat creative  Not clear or productive to give direction of the goals for the role play in proving a point | Sketch is utilized and unclear or non-creative  OR Sketch is not used |
| Creative Touch | Key points include ***at least 3:***   * Technology * Environmental Concern * Community Service/ Public Relations * New or Popular Trend * DECA tied in * DECA theme (customer service satisfaction and/or customer rewards program) * Emotional story/ attachment * Humor (in good, clean context)   Overall VERY creative ideas presented | Key points include ***at least 2:***   * Technology * Environmental Concern * Community Service/ Public Relations * New or Popular Trend * DECA tied in * DECA theme (customer service satisfaction and/or customer rewards program) * Emotional story/ attachment * Humor (in good, clean context)   Overall somewhat creative ideas presented | Key points include ***at least 1***   * Technology * Environmental Concern * Community Service/ Public Relations * New or Popular Trend * DECA tied in * DECA theme (customer service satisfaction and/or customer rewards program) * Emotional story/ attachment * Humor (in good, clean context) |
| Closing | Closing Clearly stated summary to tie up the conversation; closing compliment including a thank you; ask you for any questions—if you have any, make sure they respond clearly | Closing somewhat clear and includes at least a complimentary closing and asks for questions  Not clear on summary of conversation | Closing somewhat clear and includes at least a complimentary closing  Does not ask for questions  No summary of conversation |

Comments: Please feel free to write down any comments to help us better prepare for competition February 2nd!