

**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