



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

CAREER CLUSTER

Business Management and Administration

INSTRUCTIONAL AREA

Market Research

JUDGES GRADE SHEET

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 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	<p>Secondary research examples include statistics, reviews, newspaper, magazine articles, etc.</p> <p>Examples clearly stated and tied into role play situation</p>	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	<p>Target Market selected (target market states the group of customers selected for the product/service being provided)</p> <p>The target market is clearly well defined and matches up well with the product/service</p> <p>Market segments become clear leading into PI 4 (demographics, psychographics, buying characteristics...)</p>	<p>Target market is selected</p> <p>1 Problem might include:</p> <ul style="list-style-type: none"> • Not connected with role play • not well defined • not clearly linked to product/ service • market segments not becoming clear leading into PI 4 • Other 	<p>Target market is selected</p> <p>2 or more Problems might include:</p> <ul style="list-style-type: none"> • Not connected with role play • not well defined • not clearly linked to product/ service • market segments not becoming clear leading into PI 4 • Other <p>OR</p> <p>Target market is not mentioned</p>
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)	<p>Somewhat defined</p> <p>Partially proven importance</p> <p>Flow within role play needs work</p>	<p>Not clearly defined—it is stated</p> <p>Partially or little proof of importance</p> <p>No flow within role play</p>
Performance Indicator 5: Explore a variety of promotional methods	At least 3 Promotional methods stated:	At least 2 Promotional methods stated	At least 1 promotional method stated

that will reach this specific target market	advertising, public relations, personal selling, promotional sales		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 <u>at least 3:</u> <ul style="list-style-type: none"> • 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 <u>at least 2:</u> <ul style="list-style-type: none"> • 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 <u>at least 1</u> <ul style="list-style-type: none"> • 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!