



**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	<b>TOTAL POINTS</b>