



2011-12 Missouri DECA Mini Competitive Events

CAREER CLUSTER

Business Management and Administration

INSTRUCTIONAL AREA

Market Research

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions including performance indicators and the event situation. You will have 10 minutes to review this information to determine how you will handle the role play situation and demonstrate the competencies of this event. During the preparation period, you may make notes to use during the role-play presentation. You must turn in this sheet to the facilitator upon completion of the 10 minute prep time.
2. You will have up to 10 minutes to role-play your situation with a judge
3. You will be evaluated on how well you meet the competencies of this event
4. Turn in all of your notes and event materials when you have completed the role play

PERFORMANCE INDICATORS

1. Define the need for market research
2. Explain the difference between primary and secondary market research and give examples of each
3. Select target market
4. Define demographics and how it plays a role in market research
5. Explore a variety of promotional methods that will reach this specific target market

EVENT SITUATION

You are to assume the role as assistant marketing manager of a store that sells computers, software, and accessories (headsets, wireless pieces, Bluetooth, printers, etc.). The store is located near a business office park. The store manager (judge) wants you to perform market research of the store's customers and wants the input of the employees. You have been asked to make a presentation at the next staff meeting. Your presentation should include customer demographics, research, target market, and a promotional plan.

Because this presentation will include a variety of work completed to prove the selected target market, provide an explanation of the customer characteristics in the demographics section. You may also include graphs, charts, etc. as a part of your presentation.

In conclusion, the data should reflect back to the target market with strong support to guarantee that your research was well defined and complete to ensure your store manager (judge) that they may feel confident in the target market and how to reach them.