



INTERNATIONAL MARKETING

The **International Marketing** event involves a team of 2 students analyzing a real-world international case situation, then presenting solutions to a judge with experience in international marketing and management.

For the purposes of this event, the case situation will relate to performing marketing activities in enterprises primarily engaged in exporting or importing industrial or consumer goods in world markets. Particular interest is given to but not limited to one or more of the following areas: trade controls, foreign trade operations, locating markets, negotiation practices, monetary issues and international public relations. Students are also evaluated on the effectiveness of their presentation.

MARKETING + COMMUNICATIONS

EVENT OVERVIEW

Each **case study** has a unique evaluation form that measures performance indicators specific to the situation with a possible 100 points. Preliminary round competition will consist of an evaluation of the presentation to the judge. Teams will be ranked by section and a predetermined number of teams will be named finalists. Finalists will be given a second case situation. The following guidelines will be applied to the presentations at the International Career Development Conference.

The students will assume the role of marketing/management personnel as specified by the case situation. The position of the judge, who will act as executives from the business, will be determined by the specific case situation. The case situation is presented in written form.

LEARNING OUTCOMES

Through the analysis of the case situation and the presentation of ideas to the judge, the students will develop or reinforce the following areas in relation to international marketing:

- Demonstrating the application of international marketing and management principles and techniques to the business environment
- Analyzing business situations, organizing thoughts and identifying solutions as a team
- Developing a marketing strategy using a complete marketing mix (product, price, promotion, place)
- Demonstrating knowledge/understanding of customer/client needs
- Developing a complete international marketing plan of action
- Organizing and communicating ideas and concepts effectively
- Accomplishing objectives as a team

21st CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

PRESENTATION GUIDELINES

- The team will be given a **international marketing case situation**.
- Each team will have **1 hour** for analyzing the situation and preparing their presentation.
- Team members may not consult anyone about the marketing situation other than official team members. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
- A personal or laptop computer/hand-held digital organizer may be used when appropriate. Students must use battery power for the prep time and presentation, even if there are electrical outlets in the room. Such digital organizers may be prepared ahead of time (i.e., standard headings for a PowerPoint presentation) provided there is no reference to the specific case situation.
- Students may bring materials to develop visual aids to assist them in their presentation. The supplies may consist of poster paper, flip charts, blank paper, art supplies, etc. Such visual aids may be prepared ahead of time (i.e., standard headings on a flip chart) provided there is no reference to the specific case situation.
- Students are allowed to bring reference materials to use in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks).
- Only materials that can be easily carried to and from the prep and judging areas will be permitted (includes any computer equipment, visual aids, reference materials, etc.). Only the students themselves may handle and set up their material. No outside assistance will be allowed.
- Students may utilize the Internet during both prep and presentation times. The availability of Internet service is the responsibility of the students.
- No specified set-up time will be allowed. All set up will be part of the allotted presentation time. Timing will begin when the students enter the judging area (i.e., judge booth).
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials allowed during the designated preparation period.
- Students will interact with the judges for up to **15 minutes**. This includes time for the students to present their pattern of thought and reason for their decisions/recommendations and to answer the judge's questions.
- When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other students. If this guideline is not followed, the students will be interrupted (during the prep or presentation time) and asked to follow the noise policy.
- Competitors are also responsible for following the information provided in the General Rules and Regulations for competition found on page 3.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.

Failure to follow guidelines may result in disqualification.

PRESENTATION SCHEDULE

1 hour for students to analyze the situation and prepare the presentation (prep time)

15 minutes for the team's presentation and questions by the judges

5 minutes for the judge to score



2 STUDENTS



1 CASE STUDY



PREPARATION
TIME



PRESENTATION
TIME

JUDGE INSTRUCTIONS

The International Marketing event was created by Collegiate DECA in response to the career opportunities available for college graduates in the international business environment.

A team of students with career interests in international marketing will analyze a case situation related to performing marketing activities in enterprises primarily engaged in exporting or importing industrial or consumer goods in world markets. Particular interest is given to but not limited to one or more of the following areas: trade controls, foreign trade operations, locating markets, negotiation practices, monetary issues and international public relations.

The team will make decisions/recommendations regarding the situation and make a presentation to you, the judge. The case situation is presented in written form.

The students will assume the role of marketing/management personnel as specified by the case situation. The solution will be presented to you as you act as an executive from the business.

JUDGING THE PRESENTATION

- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Students will be evaluated according to a specific evaluation form with the case study.
- Students will be scheduled for presentations at 20 minute intervals. Remember, you are a decision-maker in an organization with an international marketing situation to solve. Your exact role will be determined by the specific case situation.
- Please place the students' names and identification numbers (using labels if provided) on the bubble score sheet as instructed (if not already done). If a bubble sheet has not been provided, this information must be placed on the evaluation form for this event.
- You will interact with the students for up to 15 minutes. This includes time for the students to present to you based on the case study situation, and for you to make comments and ask questions.
- To insure fairness, judges should develop 2 to 3 standard questions, based on the specific case, which will be asked of each team. (In developing the questions please consider that the students have to respond spontaneously.) After asking the standard questions you may ask other questions for clarification specific to the current team.
- Following the 15 minute interaction period, please thank the students but give no indication of their performance/score. If appropriate for the situation, please state that a decision will be made soon and that the students will be notified of the decision.
- During the last 5 minutes, after the students are excused from the judging area, you may score the team. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is 100 points.

Note: If a bubble sheet is not provided, indicate your scores on the evaluation form.

PRESENTATION SCHEDULE

15 minutes for presentation by the team and questions by the judges

5 minutes for scoring by the judges

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

We hope you are impressed by the quality of work of these students with a career interest in the field of international marketing. If you have any suggestions for improving this event, please mention them to your event manager.

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations or Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Channel Management

INTERNATIONAL MARKETING

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Explain marketing and its importance in a global economy.
2. Select channels of distribution.
3. Develop new channels for products/services.
4. Coordinate channel management with other marketing activities.
5. Assess distribution channels.



CASE STUDY SITUATION

You are co-chief marketing officers of WORLDWIDE CEREAL CORPORATION (WCC). WCC markets breakfast cereals in more than 130 countries, except for the United States and Canada. WCC, headquartered in Zurich, Switzerland is the clear No. 2 in the world market for breakfast cereals, but there is tough competition, primarily with the Kellogg Company, which is the world market leader. WCP has, however, recently been able to beat Kellogg for market share in some minor international markets (e.g. Poland, Turkey, and South East Asia).

You have been asked to present the long-term global strategy for WCP to the corporation's board of directors next week. Prior to the board presentation, you have scheduled a meeting with the CEO (judge) to discuss some of your thoughts and ideas. As you review your research, you highlight the following industry facts:

- Sales of all breakfast cereals over the last several years have been relatively stagnant
- The breakfast cereal industry had volume growth of 4% in 2012, driven primarily by the attempt to remake cereal's image with unusual flavorings and offerings.
 - Recent research has suggested, however, that consumers may be more overwhelmed than excited by the abundance of new product offerings.
- English speaking nations are the largest cereal markets. Sweden however has the highest per capital consumption in the world.
- Consumers' appetite for convenience and portability has made on-the-go substitutions such as breakfast bars a threat to the overall industry.
- Consumers' concern for healthier eating options has turned buyers away from cereals, which are high in carbohydrates and processed sugar.
- Manufacturers have, over the last five years, steadily decreased spending on marketing budgets.

You have also reviewed some important financial data and growth projections for WCP from the current budget year:

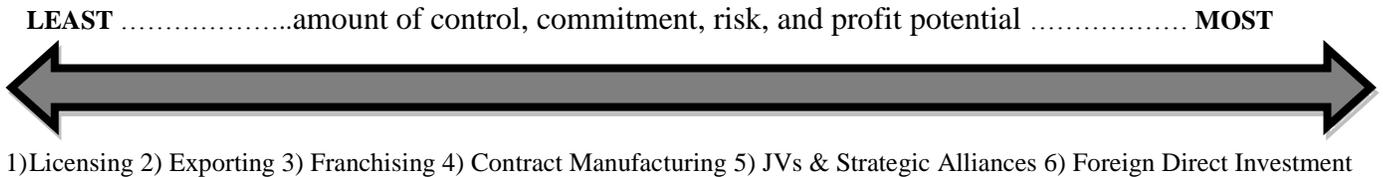
- Sales for 2013 totaled \$2.2 Billion, a 7% increase from 2012
 - Volume growth responsible for 4% of the 2013 increase
 - Price increases responsible for the remainder of 2013 sales growth
- Sales growth for 2014 budgeted at 12%
 - Volume growth responsible for 8% of the 2014 increase
 - Entrance into U.S. market a #1 priority

YOUR CHALLENGE

Meeting the growth projections for 2014 is going to be difficult. You have advocated for some time that it is important that WCP develop a strategy for capitalizing on the North American market. And while there are many considerations and decisions about global expansion that are important, the marketing and channel decisions will be critical to the strategy's success.

The board is looking for you to educate them about your global marketing strategy. In particular, you need to evaluate the distribution options for entering the U.S market. The board also expects you to make a recommendation about which of the strategies makes the most sense for WCP.

One of your research assistants has given you the following graphic on the six different strategies businesses use to compete in global markets. You have decided to use the graphic as the basis for your presentation.



Once you have explained the pros and cons of the six strategies and made your recommendation about which is best for WORLDWIDE CEREAL CORPORATION, you will also discuss your plans for coordinating the development of your channel partners with your other marketing activities.



INTERNATIONAL MARKETING, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Channel Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain marketing and its importance in a global economy?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Select channels of distribution?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Develop new channels for products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Coordinate channel management with other marketing activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Assess distribution channels?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						