PARTICIPANT INSTRUCTIONS

1. You have twenty minutes to review the case and may take notes on the provided two note cards.

2. The cards will be collected following the presentation.

3. Presentation time is seven minutes. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up. Five points are deducted if the presentation goes over seven minutes.

4. The presentation is interactive with the judges who will ask questions throughout the presentations. One judge will play the role of the CEO of Company K, a major luxury automobile company. You (students) are the marketing director for the company.

5. All members of the team must participate in the presentation, as well as answer the questions.

PERFORMANCE INDICATORS

- Choose the best source of communication for different marketing situations
- Outline a marketing strategy for effective communication
- Describe the communication process and channels for marketing
- Make a decision and presentation based upon SWOT analysis
- Explain the relationship between economic scarcity and economic activity

CASE STUDY SITUATION

A slow economy presents enormous challenges for expensive purchases like luxury automobiles. The CEO (judge) for a major luxury automobile company (Company K) has many questions about the most effective marketing strategies to implement during negative economic times to sell expensive luxury automobiles. Automobiles sold by Company K range in price from $36,000 to over $100,000.

You are the marketing director/team for Company K. The CEO for Company K has called a meeting with you to determine an important marketing strategy to sell luxury cars during slow economic times. Your company has the opportunity to be the major sponsor for NCAA college football and the National Football League. Company K cannot afford to be the corporate sponsor for both sport organizations; you must recommend one organization to sponsor and describe the best marketing strategy to communicate information with a target market that is most likely to purchase expensive luxury cars. Your team must list automobile characteristics that are most important to the luxury automobile buyer. These are the characteristics that should be stressed in Company K’s advertising campaign. You must describe which time during the
year to implement major sales promotions, describe how you will reach target customers, and explain incentives that will increase sales of luxury automobiles.

Things to consider in your decision:

1. Who is the target market for luxury automobiles?
2. What are the best marketing channels to reach the target market for luxury vehicles?
3. What are important factors for automobile buyers during slow economic times?
4. What times during the year are important for automobile sales promotions? Why?
5. Why is it essential to move new automobile inventory?
6. Should Company K sponsor NCAA football or the NFL? Explain the rationale for your choice.
JUDGING THE PRESENTATION

1. This is a team presentation event where the students will read a case study and present the case and suggestions to the judges.
2. Review the Judges’ Instructions and the Case Study Situation.
3. After introductions, the participant team will begin its presentation.
4. Teams have up to seven minutes to present. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up. Five points are deducted if the presentation goes over seven minutes.
5. Please ask each team at least one question, but not necessarily the same questions.
6. You will close the event by thanking the participants for their input.
7. Complete the rating sheet.

JUDGES’ INSTRUCTIONS

You are the CEO (judge) for a major luxury automobile company (Company K). A slow economy presents enormous challenges for expensive purchases like luxury automobiles. You have many questions about the most effective marketing strategies to implement during negative economic times to sell expensive luxury automobiles. Automobiles sold by Company K range in price from $36,000 to over $100,000.

You have called a meeting with the marketing director/team (student team) for Company K to hear their important marketing strategy to sell luxury cars during slow economic times. Your company has the opportunity to be the major sponsor for NCAA college football and the National Football League. The student team must recommend the sponsorship that will be the most profitable for Company K, since the budget is not large enough to finance two sponsorships. The marketing director/team (student team) must describe the best marketing strategy to communicate information with a target market that is most likely to purchase expensive luxury cars. The student team must list automobile characteristics that are most important to the luxury automobile buyer. They must describe an advertising campaign and explain which times during the year to implement the sales promotions.

Some questions that you may decide to ask the team:
- Who is the target market for luxury automobiles?
- What are the best marketing channels to reach the target market for luxury vehicles?
- What are important factors for automobile buyers during slow economic times?
- What times during the year are important for automobile sales promotions? Why?
- Why is it essential to move new automobile inventory?
• Should Company K sponsor NCAA football or the NFL? Explain the rationale for your choice.

The team should present its suggestions with clarity and conviction. They also should be able to answer your questions at the end of the presentation.

Feel free to enhance the story as much as you want, but if you enhance it for one, make sure you enhance it for all the groups.