



CAREER CLUSTER MARKETING

MARKETING CASE STUDY CHALLENGE

PARTICIPANT GUIDELINES

DECA's Competitive Events Program is an opportunity for students to apply their learning to real world situations, a way for members to explore potential career interests, and a chance to further develop their resume. Texas DECA is excited to continue the Case Study Challenge, a series of 4 individual case study competitions that are in addition to our traditional district, state, and international conference events.

All case scenarios will be released on Wednesday, September 20, 2023 and will be due by Friday, October 20, 2023 at 11:59 PM CT. (all times listed are in central time)

The Case Study Challenge is open to high school students of any Texas DECA chapter. If a student earns a top place, they must be a registered member in the membership system by November 15, 2023 and paid by the end of the academic year to receive their award.

RECOGNITIONS

For each Case Study Challenge, Texas DECA will recognize the Top Ten competitors. The recognitions will be announced on social media following the judging of that event and prizes being awarded are as follows:

- Top Ten – Recognition on Social Media
- 2nd Place – Second place earns 1 spot for their chapter to attend the Ignite Academy at ICDC
- 1st Place - \$500 Scholarship* + First place earns 2 spots for their chapter to attend the Ignite Academy at ICDC

*Scholarships are paid directly to the college/university/institution that the student chooses to attend for the first Fall semester they are enrolled. If a current high school freshman, sophomore, or junior wins, the scholarship will be held until they enroll at a post-secondary institution.

To receive the earned prize, students must be a registered member in the membership system by November 15, 2023 and paid by the end of the academic year. Any student filling the chapters Ignite Academy spot at ICDC must compete in at least the district level competition.

GUIDELINES FOR RECORDING YOUR SUBMISSION

- All solutions must be recorded in one simultaneous presentation. Videos can be recorded using any device or through a virtual meeting platform.
- All videos must be less than 5 minutes in total length.
- Students must be dressed in business professional attire for the presentation. DECA blazers are encouraged, but not required.
- Only the student presenting and competing may be included in the presentation.
- No editing or visual effects/transitions may be included.

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- A student may elect to utilize a PowerPoint or slide deck during their presentation. To achieve this, students may elect to record their solution using a video-conferencing platform with the slides appearing as part of their presentation. **The student must always be visible.**
 - Example platforms include: Zoom, Microsoft Teams, FlipGrid, Google Meet, GoToMeeting, etc.
- If this recording is conducted at home, it must be done in a gathering area such as a living room, dining room, or den. If the video is recorded in a bedroom or bathroom it will be immediately disqualified without notice or notification.
 - It is important to consider your background. Make sure items are neat and presentable. Consider this your office, or the location setting listed in the Case Study Challenge.

SUBMISSION

- You will make your submission at www.texasdeca.org/casestudychallenge.
- You will need to upload your video to either [youtube.com](https://www.youtube.com) or [vimeo.com](https://www.vimeo.com) and set the settings to Unlisted. Video links from any other site will not be evaluated. Vimeo can not be set to unlisted using a personal account. For instructions and tips on uploading your video visit www.texasdeca.org/casestudychallenge.
- You will submit the URL for the video which will be screened to ensure the criteria is met prior to sending to the judge for evaluation.
- All submissions are DUE by Friday, October 20, 2023 at 11:59 pm CT.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgements and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain marketing and its importance in a global economy (MK:001) (CS)
- Describe marketing functions and related activities (MK:002) (CS)
- Explain factors that influence customer/client/business buying behavior (MK:014) (SP)
- Discuss actions employees can take to achieve the company's desired results (MK:015) (SP)

YOUR ROLE: Social Media Manager

COMPANY: MAMA J's SALON AND SPA

JUDGE: Owner

EVENT SITUATION

You are to assume the role of Social Media Manager, the newest employee for MAMA J's SALON AND SPA, a local beauty shop that offers services including hair, makeup, and nails. The Owner (judge), wants to add a second location across the town, but is nervous to do so as their social media presence is poor and does not include customer engagement or reviews.

Previous marketing efforts have been ineffective and have resulted in limited online interaction and engagement. This presents a challenge to expand outside of their current local customer base in a highly competitive market.

Your task is to prepare a social media marketing campaign that engages employees and customers to increase your online presence and expand the brand for MAMA J's SALON AND SPA. You will present your plan to the Owner (judge) during your next weekly meeting at the salon.



CASE STUDY CHALLENGE 2023

JUDGE'S EVALUATION FORM MARKETING

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	16-17-18-19-20	
2.	Describe marketing functions and related activities?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
4.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4	5	
6.	Make judgements and decisions, and solve problems?	0-1	2-3	4	5	
7.	Communicate clearly?	0-1	2-3	4	5	
8.	Show evidence of creativity?	0-1	2-3	4	5	
TOTAL SCORE						