



MARKETING MANAGEMENT

MAIN GOALS

Assess the participants' Marketing theoretical knowledge and technical skills, measuring their problem-solving skills and creativity, when facing the proposed challenges.

TASKS

Before the beginning of the challenges, the jury will brief the participants and will answer any questions about the challenge.

1st Stage – Individual Quiz

Marketing Management Quiz

A Quiz will be conducted, in which participants will be tested for their theoretical knowledge about Marketing concepts, namely:

- Customer Journey
- Marketing analysis and strategies
- Field's specific language and technical terminology
- Marketing and Sales applied to Hospitality

2nd Stage – Individual Challenge

Tourist Product/Service Presentation

Each participant will have to create a new product or service that could be implemented in Évora, to promote the tourist destination. Contestants will have to produce a communication plan to a specific segment (of their choice).

The contestants need to create a Presentation about the product created and its campaign/communication strategy, in which they will explain how they intend to do it: what type of advertisements will be used, what will be the communication used (tone of voice, etc.), what is the targeted segment (and why), where will the product be advertised, promotions and ad campaigns, overall budget, target, location, goal, visual aids and any other information considered relevant.

In the end, the contestants will have 10 minutes to present the results.



Participants evaluated on:

- Personal and professional presentation
- Speech organization (fluency/veracity, mastery of the English Language)
- Teamwork and adaptability
- Originality/creativity
- Communication Skills (techniques, appropriate technical language, organization)
- Ability to sell the idea
- Compliance with the established time

DURATION

1st Stage – Marketing Management Quiz

30 minutes

2nd Stage – Marketing Management Challenge

2 hours Preparation + 10 minutes Pitch

CRITERIA FOR THE EVALUATION

1st Stage – Marketing Management Quiz – 40%

2nd stage – Marketing Management Challenge – 60%

NORMS

- All Students in competition must wear their school uniform during the competition
- Competitors must bring a pen and some sort of electronic device (Tablet or Laptop)
- Competitors are responsible for having any additional materials they might need to execute the tasks
- Competitors that surpass the time limit will be penalized

JURY

Trainer of the competition area

MATERIAL MADE AVAILABLE BY THE ORGANISATION

- Desks | Video Projector

Omitted exceptions and other questions regarding this regulation may be further discussed and solved by the competition jury and by the organization.