

The Business-to-Business Marketing event was created by DECA/Delta Epsilon Chi in response to the career opportunities available for college graduates in the marketing of products/services from one business to another.

Basically, each team of participants with career interests in business-to-business marketing/management will analyze a case situation for a marketing and/or management situation. The team will make decisions/recommendations regarding the situation and make a presentation to you, the judge(s). This case situation is typically presented in written form.

The participants will assume the role of top management personnel for the business represented by the situation. The solution will be presented to you as you act as an executive(s) from the business.

Judging the Presentation

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Participants will be evaluated according to a standard Evaluation Form.
3. Participants will be scheduled for presentations at twenty (20) minute intervals. Remember, you are a decision-maker in an organization with a marketing/management situation to solve. Your exact role will be determined by the specific case situation.
4. Please place the participants' 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.
5. You will interact with the participant for up to fifteen (15) minutes. This includes time for the participants to present to you based on the case study situation, and for you to make comments and ask questions.
6. Following the fifteen (15) minute interaction period, please thank the participants. If appropriate to the situation, please state that a decision will be made soon and that the participants will be notified of the decision.
7. During the last five (5) minutes, after the participants 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 one hundred (100) points.

Note: If a bubble sheet has not been provided, you will indicate your scores on the Business-to-Business Marketing Evaluation Form.

Presentation Schedule

Presentations will be scheduled at twenty (20) minute intervals:

- Fifteen (15) minutes for presentation of the decisions/recommendations by the team and questions by the judges
- Five (5) minutes for scoring by the judges