



OBJECTIVE

The Internet Marketing event involves a participant analyzing a real-world Internet marketing case situation, then presenting solutions to a professional (judge) with experience in marketing through the Internet.

DESCRIPTION

The Internet Marketing event involves the participant's analysis of a case situation based in an Internet environment, and the effectiveness of the participant's oral presentation. This case situation is typically presented in written form.

The participants will assume the role of a marketing manager or consultant who is required to resolve the case situation for a company wanting to conduct business and/or communicate information through the Internet. The position of the judge(s) will be determined by the specific case situation.

For **international competition**, the content to be evaluated is found in the standard *Evaluation Form*, located in these *Guidelines*, with a possible one hundred (100) points. Preliminary round competition will consist of an evaluation of the presentation to the judge(s). Participants will be ranked by section and a predetermined number of participants will be named finalists. Finalists will be given a different case situation and will present their solution to a new judge or set of judges, who will evaluate each participant and determine final rankings. The following guidelines will be applied to the presentations at the International Career Development Conference.

LEARNING OUTCOMES

Through the analysis of the case situation and the presentation of ideas to professionals (judges) with experience in Internet marketing, the participants will develop or reinforce the following areas in relation to decision making in the Internet marketing industry:

- Applying decision-making, marketing and common business service principles and techniques to the specific organizational environment
- Analyzing Internet marketing situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of organizational needs in conducting business and/or communicating information through the Internet
- Organizing and communicating knowledge, ideas and concepts effectively for the area of Internet marketing