

MARKETING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

EVENT SITUATION

You are to assume the role of marketing specialist for TOUCH TECHNOLOGY, a media technology company that produces mobile phones. The CEO (judge) has asked you to develop a marketing plan for an existing product.

TOUCH TECHNOLOGY is a respected leader in media technology. In hopes of increasing the company's market share in the competitive industry, the company would like to increase marketing plans for their smart phone, the Aviator. The Aviator was the first smart phone ever produced. It was introduced to the public over a decade ago, long before the competition launched similar models. While the Aviator can still claim superior technology as a product, its competition enjoys a higher market share, universal popularity and a "coolness factor" the handheld Aviator cannot seem to match. A recent study showed that only 2% of consumers purchasing smart phones in the future would choose the Aviator.

Competitors' smart phones offer more than 100,000 applications compared to only 400 for the Aviator. Consumer feedback indicated that the Aviator's e-mail system is difficult to use and not always dependable. The Aviator is only available in the standard black or silver color options, which many feel are outdated.

The CEO (judge) has asked for you to develop a marketing plan specifically for the Aviator that will help gain a larger market share in the smart phone industry. In developing your plan, the CEO (judge) wants a prioritized list of changes that need to be made to the Aviator to support the success of the marketing strategies.

You will present the marketing plan to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the marketing plan and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the role-play by thanking you for your work. **Remember, think Marketing Globally!**

The Marketing Plan should include visuals for each of the Marketing P's in a global perspective. Pick one country or world region to focus your marketing efforts.

