



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Marketing

MARKETING COMMUNICATIONS SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated by how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

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

PERFORMANCE INDICATORS

1. Explain the use of video/images for digital marketing.
2. Develop schedule for marketing communications assignment.
3. Describe marketing functions and related activities.
4. Discuss actions employees can take to achieve the company's desired results.
5. Discuss the relationship between promotion and marketing.

EVENT SITUATION

You are to assume the role of director of marketing at HOUSE OF VITAMINS, a chain of retailers specializing in vitamins and nutritional supplements. You will be meeting with one of your regional managers (judge) to discuss how each store manager will implement a local marketing strategy using Instagram.

HOUSE OF VITAMINS was founded in 1978 and in the last forty years has opened 700 brick and mortar stores. The majority of HOUSE OF VITAMINS locations are in strip malls, outdoor lifestyle centers or in shopping malls. The stores contain a variety of vitamins, supplements, shakes, powders, and nutritious snacks. The retailer launched a loyalty shopper program, *Vitamin Household*, in 2012. Since that time, over 500,000 people have enrolled.

The retailer has maintained an Instagram account since 2015. The account is managed and maintained by the corporate office and features images of top-rated products, new products, HOUSE OF VITAMINS philosophy, philanthropic activities, recipes, information and health tips. Since its activation, HOUSE OF VITAMINS' Instagram page has over 200,000 followers and has over 4,000 posted images and videos.

The senior vice president has decided that rather than HOUSE OF VITAMINS' Instagram page be managed and maintained by the corporate office, each of the 700 stores will have their own Instagram account. The senior vice president feels this opens each individual store location up to manage their own local marketing strategy.

To introduce the new initiative, you will be meeting with one of the regional managers (judge) to discuss the local marketing strategy and how each store manager can best use the store's unique Instagram account to their advantage. You must give the regional manager (judge) a schedule of how the Instagram account should be used each week, including number of posts, pictures, videos, specific content and national versus local information.

You will present your campaign to the regional manager (judge) in a role-play to take place in the regional manager's (judge's) office. The regional manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your campaign and have answered the regional manager's (judge's) questions, the regional manager (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a regional manager at HOUSE OF VITAMINS, a chain of retailers specializing in vitamins and nutritional supplements. You will be meeting with the director of marketing (participant) to discuss how each store manager will implement a local marketing strategy using Instagram.

HOUSE OF VITAMINS was founded in 1978 and in the last forty years has opened 700 brick and mortar stores. The majority of HOUSE OF VITAMINS locations are in strip malls, outdoor lifestyle centers or in shopping malls. The stores contain a variety of vitamins, supplements, shakes, powders, and nutritious snacks. The retailer launched a loyalty shopper program, *Vitamin Household*, in 2012. Since that time over 500,000 people have enrolled.

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The senior vice president has decided that rather than HOUSE OF VITAMINS' Instagram page be managed and maintained by the corporate office, each of the 700 stores will have their own Instagram account. The senior vice president feels this opens each individual store location up to manage their own local marketing strategy.

To introduce the new initiative, the director of marketing (participant) will be meeting with you and other regional managers to discuss the local marketing strategy and how each store manager can best use the store's unique Instagram account to their advantage. The director of marketing (participant) must give you a schedule of how the Instagram account should be used each week, including number of posts, pictures, videos, specific content and national versus local information.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. How can we help regional managers become more aware of their store's target market in determining their marketing strategy?
2. Are there other Instagram accounts each local store should be following?
3. How important is it that corporate still maintain a verified Instagram account?

Once the director of marketing (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**MARKETING COMMUNICATIONS SERIES,
2019**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Marketing**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the use of video/images for digital marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Develop schedule for marketing communications assignment?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
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	
5.	Discuss the relationship between promotion and marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						