



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Selling

APPAREL AND ACCESSORIES MARKETING 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 on 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 nature and scope of the selling function.
2. Explain the role of customer service as a component of selling relationships.
3. Discuss motivational theories that impact buying behavior.
4. Distinguish between visual merchandising and display.
5. Use cross-merchandising techniques.

EVENT SITUATION

You are to assume the role of director of marketing for ZENITH, an established retailer of apparel and accessories. The senior vice president (judge) wants you to develop a merchandising and sales strategy that will encourage women shopping for dresses and athletic wear to also purchase footwear.

ZENITH has been in business since the 1950s and by the 1970s had over 2,000 store locations. Since that time, the apparel retailer has seen a significant decline in sales and in popularity. Currently, ZENITH has only 1,000 physical store locations left in business, mostly in shopping malls.

ZENITH stores are large and set up like department stores. Each store features a men's apparel and accessories department, a women's apparel and accessories department, a children's apparel department and a baby apparel department. Also included in each store is a large shoe department that sells all types of footwear for men, women and children.

Apparel sales continue to decline. Last quarter all apparel categories posted negative same-store-sales, a trend that has been occurring with all apparel retailers. The department that had the most significant sales decline was the shoe department.

One bright spot in ZENITH's sales report is the increase in sales in women's dresses and athletic wear. All other women's merchandise saw a sales decline. The senior vice president (judge) is encouraged by the dresses and athletic wear increase and would like to leverage their popularity to help increase sales in the dismal shoe department.

The senior vice president (judge) wants you to develop a merchandising and sales strategy that will encourage women shopping for dresses and athletic wear to also purchase shoes. The senior vice president (judge) also wants your input on how ZENITH employees in the women's apparel department can encourage shoe purchases.

You will present your strategy to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the strategy and have answered the senior vice president's (judge's) questions, the senior vice president (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 senior vice president for ZENITH, an established retailer of apparel and accessories. You want the director of marketing (participant) to develop a merchandising and sales strategy that will encourage women shopping for dresses and athletic wear to also purchase footwear.

ZENITH has been in business since the 1950s and by the 1970s had over 2,000 store locations. Since that time, the apparel retailer has seen a significant decline in sales and in popularity. Currently, ZENITH has only 1,000 physical store locations left in business; mostly in shopping malls.

ZENITH stores are large and set up like department stores. Each store features a men's apparel and accessories department, a women's apparel and accessories department, a children's apparel department and a baby apparel department. Also included in each store is a large shoe department that sells all types of footwear for men, women and children.

Apparel sales continue to decline. Last quarter all apparel categories posted negative same-store-sales, a trend that has been occurring with all apparel retailers. The department that had the most significant sales decline was the shoe department.

One bright spot in ZENITH's sales report is the increase in sales in women's dresses and athletic wear. All other women's merchandise saw a sales decline except. You are encouraged by the dresses and athletic wear increase and would like to leverage their popularity to help increase sales in the dismal shoe department.

You want the director of marketing (participant) to develop a merchandising and sales strategy that will encourage women shopping for dresses and athletic wear to also purchase shoes. You also want the director of marketing's (participant's) input on how ZENITH employees in the women's apparel department can encourage shoe purchases.

The participant will present the strategy 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. What do we need to communicate to the employees in our shoe department?
2. If your strategy is a success, how can we use it in other departments?
3. How can we transfer your strategy to our website to encourage online shoppers to purchase shoes?

Once the director of marketing (participant) has presented the strategy 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. |



APPAREL AND ACCESSORIES MARKETING SERIES, 2018

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Selling**

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the nature and scope of the selling function? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Explain the role of customer service as a component of selling relationships? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Discuss motivational theories that impact buying behavior? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Distinguish between visual merchandising and display? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Use cross-merchandising techniques? | 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 | | | | | | |