



# JUDGING INFORMATION PACKET

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## COMPETITIVE EVENTS PROGRAM

### **FASHION MERCHANDISING AND MARKETING**

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



# BUSINESS SIMULATION EVENTS

## JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

### EVENT OVERVIEW

- The event you have agreed to judge includes two major parts: one exam and one role-play activity.
- You have been assigned to judge one section of this event.
- In your section, you will judge 10-15 participants, who are only competing against each other in the preliminary competition. The top performers from each section, after combining the exam and role-play scores, will advance to final competition.
- The participant will be given a written scenario to review. In the role-play, the participant must accomplish a task by translating what they have learned into effective, efficient and spontaneous action. Participants have 30 minutes to review the scenario, then 15 minutes for the role-play.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. As a judge, you will evaluate the participant's role-play performance on these tasks, follow-up questions and 21<sup>st</sup> Century Skills.

### YOUR ROLE AS A JUDGE

- Carefully review the role-play and evaluation form, understanding your characterization as a judge. When it is time for you to begin seeing the participants, participants will be brought to your judging table one at a time.
- When a participant is brought to your judging table, the 15-minute role-play will begin immediately after introductions.
- Following the participant's explanation for the solution to the role-play, ask questions related to the scenario that are provided in the event. Please ask the same questions to all participants for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. Participants are permitted to use reference materials and visual aids.
- Close the role-play by thanking the participant for his/her work. Please do not provide any feedback to the participant.
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

### TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participants throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



1 PARTICIPANT



1 ROLE-PLAY



PRESENTATION  
TIME

*Thank you for  
volunteering to evaluate  
our emerging leaders and  
entrepreneurs.*



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Merchandising

**INSTRUCTIONAL AREA**  
Channel Management

## **FASHION MERCHANDISING AND MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 30 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 15 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Explain the nature of channel strategies.
2. Select channels of distribution.
3. Coordinate channel management with other marketing activities.
4. Implement techniques to increase customer's product exposure.
5. Build product/service brand.



## EVENT SITUATION

You are to assume the role of vice president of merchandising at REGAL, an upscale brand of clothing and accessories. The CEO of the company (judge) has asked you to develop multichannel strategies for the new REGAL menswear line.

REGAL has been a mainstay in the fashion world for over one hundred years. The brand has represented classic sophistication and quality in women's clothing and accessories. The REGAL brand is sold at REGAL stores located in major metropolitan areas, in upscale department stores and on the brand's website.

For years, women have been the biggest buyers of fashion and accessories. As a result, fashion retailers have focused their merchandise and marketing attention on female shoppers. Menswear was simply a second thought. Now, studies are showing that more and more men, aged 25-34 years old are buying clothes. This age demographic out buys the younger demographic of 16-24 year old men by 65%. Also, the 25-34 year old male demographic spends more on high quality clothing and accessories.

With this growth in the menswear market, the CEO of REGAL (judge) has decided to expand the brand to include menswear. The REGAL brand feels like a good fit for the 25-34 year old male demographic that pays more for good quality. The menswear line will include professional clothing such as dress shirts, sports coats, trousers, jackets and outerwear and accessories such as ties, socks and belts.

The CEO of REGAL (judge) has asked you to create multichannel strategies for the REGAL menswear line. The CEO (judge) wants you to analyze and recommend the best channels that will target men aged 24-35 years old and which to avoid.

You will present your ideas 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 your ideas and have answered the CEO's (judge's) questions, the CEO (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. 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 CEO at REGAL, an upscale brand of clothing and accessories. You have asked the vice president of merchandising (participant) to develop multichannel strategies for the new REGAL menswear line.

REGAL has been a mainstay in the fashion world for over one hundred years. The brand has represented classic sophistication and quality in women's clothing and accessories. The REGAL brand is sold at REGAL stores located in major metropolitan areas, in upscale department stores and on the brand's website.

For years, women have been the biggest buyers of fashion and accessories. As a result fashion retailers have focused their merchandise and marketing attention on female shoppers. Menswear was simply a second thought. Now, studies are showing that more and more men, aged 25-34 years old are buying clothes. This age demographic out buys the younger demographic of 16-24 year old men by 65%. Also, the 25-34 year old male demographic spends more on high quality clothing and accessories.

With this growth in the menswear market, you have decided to expand the brand to include menswear. The REGAL brand feels like a good fit for the 25-34 year old male demographic that pays more for good quality. The menswear line will include professional clothing such as dress shirts, sports coats, trousers, jackets and outerwear and accessories such as ties, socks and belts.

You have asked the vice president of merchandising (participant) to create multichannel strategies for the REGAL menswear line. You want the vice president (participant) to analyze and recommend the best channels that will target men aged 24-35 years old and which to avoid.

The vice president of merchandising (participant) will present the ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the vice president of merchandising (participant) and asking to hear his/her ideas.

After the vice president of merchandising (participant) has presented the ideas, you are to ask the following questions of each participant:

1. Who is our biggest competitor when it comes to menswear?
2. Aside from good quality products, what makes up our image?
3. Women buy a substantial amount of clothing for the men in their lives. Do your strategies market to women at all?

Once the vice president of merchandising (participant) has answered your questions, you will conclude the meeting by thanking him/her for the work.

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

SAMPLE

## 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. Please note that an overall score of 70% indicates a *minimum level of acceptable performance*.

### 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Demonstration	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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**FASHION MERCHANDISING AND MARKETING, 2014** Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
SAMPLE EVENT

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:** Channel Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of channel strategies?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
2.	Select channels of distribution?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
3.	Coordinate channel management with other marketing activities?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
4.	Implement techniques to increase customer's product exposure?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
5.	Build product/service brand?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
6.	Overall impression and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						