



# JUDGING INFORMATION PACKET

## COMPETITIVE EVENTS PROGRAM

### PRINCIPLES OF MARKETING

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

As a judge you will sit across the table from 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 DECA students and staff, thank you for serving as a competitive events judge!



# PRINCIPLES OF BUSINESS ADMINISTRATION 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: an exam and one role-play activity.
- You have been assigned to judge the role-play in one section of this event.
- In your section, you will judge 16 to 20 participants, who are only competing against each other in the preliminary competition. The top two performers from each section, after combining the exam and role-play score, 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.
- A list of four 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 21st Century Skills.

### YOUR ROLE AS A JUDGE

- Carefully review the role-play and evaluation form to understand your characterization as a judge.
- Once you begin to see participants, after introductions, begin the 10-minute role-play.
- 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. No printed reference materials, visual aids, etc., may be used.
- Close the role-play by thanking the participant for his/her work. Please do not provide any feedback to the participant.
- Use a 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

**INSTRUCTIONAL AREA**  
Economics

## **PRINCIPLES OF MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Communication– Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Explain the principles of supply and demand.
2. Describe the functions of prices in markets.
3. Explain the concept of competition.
4. Identify factors affecting a business's profit.

## EVENT SITUATION

You are to assume the role of an employee in the dairy department at LARSON FOODS, a local grocery store. A customer (judge) has asked you to explain why the price of eggs has risen so much in the last few months.

Due to the Avian Flu, or bird flu, that struck farms across the country, millions of chickens were infected, and farmers were unable to use their eggs. This has led to an extreme shortage of eggs across the country.

A dozen eggs at LARSON FOODS typically costs \$1.89. Due to the egg shortage, a dozen eggs now costs \$3.99. A customer at LARSON FOODS (judge) is upset by the high price of eggs and has asked you to explain why the price has risen so dramatically.

You will explain why egg prices have gone up to the customer (judge) in a role-play to take place at the grocery store. The customer (judge) will begin the role-play by asking you about the high price of eggs. After you have given the customer (judge) an explanation and have answered the customer's (judge's) questions, the customer (judge) will conclude the role-play by thanking you for your work.

SAMPLE

## 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. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of a customer in the dairy department at LARSON FOODS, a local grocery store. You have asked a store employee (participant) to explain why the price of eggs has risen so much in the last few months.

Due to the Avian Flu, or bird flu, that struck farms across the country, millions of chickens were infected, and farmers were unable to use their eggs. This has led to an extreme shortage of eggs across the country.

A dozen eggs at LARSON FOODS typically costs \$1.89. Due to the egg shortage, a dozen eggs now costs \$3.99. You are upset by the high price of eggs and have asked the store employee (participant) to explain why the price has risen so dramatically.

The store employee (participant) will explain the reason why egg prices have risen in a role-play to take place at the grocery store. You will begin the role-play by asking about the price of eggs. During the course of the role-play you are to ask the following questions of each participant:

1. Do you think the grocery store should communicate why the egg prices have risen to all store customers?
2. Do you think the price of anything else will increase due to the bird flu epidemic?

After the store employee (participant) has given you an explanation and has answered your questions, you will conclude the role-play by thanking the store employee (participant).

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

*Answers will vary but should demonstrate a basic understanding of the concepts.*

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.

### 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 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**PRINCIPLES OF MARKETING, 2017**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE**

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

**INSTRUCTIONAL AREA  
Economics**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the principles of supply and demand?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe the functions of prices in markets?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the concept of competition?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Identify factors affecting a business's profit?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						