



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Market Planning

FASHION MERCHANDISING AND MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to role-play your situation with a judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Develop marketing plan.
2. Profile target customer.
3. Explain the concept of marketing strategies.
4. Explain the nature of effective communications.
5. Build and maintain relationships with customers.

CASE STUDY SITUATION

You are to assume the role of director of customer engagement for MEN'S FINERY, a chain of 700 retail stores specializing in men's apparel and accessories. The chief marketing officer has asked you to develop a marketing plan focused on developing MEN'S FINERY'S social media presence in a way that will most effectively engage young men.

MEN'S FINERY offers men of all sizes a wide selection of business casual, professional and special occasion wear along with needed accessories. The product mix includes popular name brands along with private label merchandise, offering different price points. Customers can have the suits tailored for a perfect fit. The chain also provides rental services for both tuxedos and suits.

MEN'S FINERY'S tuxedo and suit rental service is extremely successful for the company, especially during the high school prom season. During the spring months, many young men become first-time MEN'S FINERY customers when they rent a tuxedo or suit for prom. This is often a young man's first experience with formalwear.

Executives understand that a young man's second experience with professional attire typically comes a few years later, as a college student ready to graduate and embark on professional interviews. At that time, many college-aged young men will need to purchase their first suit, and MEN'S FINERY wants to be their destination.

YOUR CHALLENGE

The chief marketing officer wants you to develop a marketing plan that will focus on attracting high school-aged young men to MEN'S FINERY social media. The chief marketing officer wants your marketing plan to include the following:

- Profile of the target customer
- Preferred social media platforms that will best target that customer
- Effective content that will attract the target customer
- Effective content that will be of value to the target customer
- Methods to encourage social media fans/followers to visit MEN'S FINERY stores

You will present the plan to the chief marketing officer in the chief marketing officer's office. The chief marketing officer may be accompanied by additional executives from the company.

You will receive 2-3 questions from the judge pertaining to the case situation.



FASHION MERCHANDISING AND MARKETING

Participant: _____

JUDGE EVALUATION FORM
2017-2018 Web Sample

I.D. Number: _____

INSTRUCTIONAL AREA
Market Planning

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop marketing plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Profile target customer?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the nature of effective communications?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Build and maintain relationships with customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						