



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

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 role of promotion as a marketing function.
2. Explain the nature of direct marketing channels.
3. Describe word-of-mouth channels used to communicate with targeted audiences.
4. Identify customer touch points.
5. Explain the use of brand names in selling.

EVENT SITUATION

You are to assume the role of director of brand promotion for FASHION CERTIFIED, an apparel and accessories retailer that primarily targets 14- to 17-year-olds. The chief marketing officer (judge) wants you to develop a plan that will promote the company's sub brand, FC2.

Teenagers in North America have been fans of FASHION CERTIFIED since it opened in 2000. Located primarily in shopping malls, the 750 store locations boast trendy yet affordable styles in a variety of colors for both young men and young women. FASHION CERTIFIED merchandise is also available on the company website and through its mobile app.

Executives credit the company's ongoing success to its commitment to the teenage lifestyle. The majority of sales staff on the floor are teenagers and there are several teenaged ambassadors that help make decisions on product inventory, promotional considerations and store set-up. Teenaged ambassadors also help with the company's many social media outlets.

In 2010, FASHION CERTIFIED introduced a sub brand, FC2. FC2 sells clothing for younger children, targeting 4- to 12-year-olds. FC2 does not operate any physical store locations; its only sales channel being the FC2 website. Shoppers can go straight to the FC2 website, or use a tab on the FASHION CERTIFIED page that will bring them to FC2.

FASHION CERTIFIED is not the first teen brand to have a sub brand targeting younger children, yet it seems to be the sub brand struggling the most to gain a customer base. Some executives think customers are simply not aware of FC2 due to the lack of physical store locations. Others think that since FASHION CERTIFIED is so teen-focused, older demographics do not pay attention to the brand, and FC2 needs the awareness of parents of young children in order to thrive.

The chief marketing officer (judge) wants you to develop a plan that will promote FC2 to the appropriate demographic, parents purchasing apparel for children age 4-12 years old. The chief marketing officer (judge) wants you to narrow your focus to how FASHION CERTIFIED can help promote FC2 and raise awareness of the sub brand.

You will present the plan to the chief marketing officer (judge) in a role-play to take place in the chief marketing officer's (judge's) office. The chief marketing officer (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the chief marketing officer's (judge's) questions, the chief marketing officer (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 chief marketing officer for FASHION CERTIFIED, an apparel and accessories retailer that primarily targets 14- to 17-year-olds. You want the director of brand promotion (participant) to develop a plan that will promote the company's sub brand, FC2.

Teenagers in North America have been fans of FASHION CERTIFIED since it opened in 2000. Located primarily in shopping malls, the 750 store locations boast trendy yet affordable styles in a variety of colors for both young men and young women. FASHION CERTIFIED merchandise is also available on the company website and through its mobile app.

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think that since FASHION CERTIFIED is so teen-focused, older demographics do not pay attention to the brand, and FC2 needs the awareness of parents of young children in order to thrive.

You want the director of brand promotion (participant) to develop a plan that will promote FC2 to the appropriate demographic, parents purchasing apparel for children age 4-12 years old. You want the director of brand promotion (participant) to narrow the focus to how FASHION CERTIFIED can help promote FC2 and raise awareness of the sub brand.

The participant will present the plan 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. Can you think of a reason why parents may not like a little kid brand that is related to a teenaged brand?
2. How could promoting FC2 possibly hurt the FASHION CERTIFIED brand?
3. Will FASHION CERTIFIED store employees need any additional training due to your proposed plan?

Once the director of brand promotion (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the director of brand promotion (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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.



APPAREL AND ACCESSORIES MARKETING SERIES, 2017

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE

INSTRUCTIONAL AREA
Promotion

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of direct marketing channels?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify customer touch points?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the use of brand names in selling?	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						