



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Marketing

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. Distinguish between retailing and marketing.
2. Describe marketing functions and related activities.
3. Explain factors that influence customer/client/business buying behavior.
4. Explain the concept of marketing strategies.
5. Explain the role of promotion as a marketing function.

EVENT SITUATION

You are to assume the role of director of promotions for EGO, a retail chain famous for its fast fashions for young men and women. The director of operations (judge) has asked you to develop a plan to market and promote EGO'S latest endeavor, EGOWORN.

The fast fashion industry provides inexpensive, yet trendy, clothing and accessories with a quick turnaround. EGO provides young men and women with new apparel and accessory merchandise every week. The physical stores are in a state of constant rotation, showcasing new merchandise in the front of each store, moving week-old merchandise to the center of each store, and pushing month-old merchandise to the back of each store as clearance. Any apparel over one-month old is shipped to a warehouse for disposal.

A retail organization recently released a report on apparel sustainability. The report was shocking and contained the following information:

- Consumers purchase five times more clothing than the 1980s
- 85% of all textiles end up in landfills
- The average consumer discards 70 pounds of clothing each year
- Worldwide demand for clothing donations is declining

Given these startling facts, the director of operations (judge) has created a new endeavor for the apparel company. The company is in the process of creating the website EGOWORN. EGOWORN will be an online marketplace for both the company and customers to resell Ego merchandise. Customers will be able to resell the EGO merchandise they no longer want and the company will resell items that were returned, slightly damaged or rotated to the warehouse.

The director of operations (judge) wants you to determine the best way to market and promote EGOWORN. The director of operations (judge) wants you to include at least one information point from the sustainability report when promoting EGOWORN.

You will present your ideas to the director of operations (judge) in a role-play to take place in the director of operations' (judge's) office. The director of operations (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of operations' (judge's) questions, the director of operations (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 director of operations for EGO, a retail chain famous for its fast fashions for young men and women. You have asked the director of promotions (participant) to develop a plan to market and promote EGO'S latest endeavor, EGOWORN.

The fast fashion industry provides inexpensive, yet trendy, clothing and accessories with a quick turnaround. EGO provides young men and women with new apparel and accessory merchandise every week. The physical stores are in a state of constant rotation, showcasing new merchandise in the front of each store, moving week-old merchandise to the center of each store, and pushing month-old merchandise to the back of the store as clearance. Any apparel over one-month old is shipped to a warehouse for disposal.

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Given these startling facts, you have created a new endeavor for the apparel company. The company is in the process of creating the website EGOWORN. EGOWORN will be an online marketplace for both the company and customers to resell Ego merchandise. Customers will be

able to resell the EGO merchandise they no longer want and the company will resell items that were returned, slightly damaged or rotated to the warehouse.

You want the director of promotions (participant) to determine the best way to market and promote EGOWORN. You want the director of promotions (participant) to include at least one information point from the sustainability report when promoting EGOWORN.

The participant will present ideas 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. How does the information in the sustainability report affect our decision to move forward with this new venture?
2. Will this venture change our image, and if so, how will this affect our marketing strategy as a fast fashion industry?
3. What is the best communication channel we can use to reach our primary target market?

Once the director of promotions (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of promotions (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, 2019

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

INSTRUCTIONAL AREA
Marketing

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Distinguish between retailing and marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the role of promotion as a marketing function?	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						