



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Promotion

**BUSINESS SERVICES MARKETING SERIES 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.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

1. Explain the nature of a promotional plan.
2. Identify types of public-relations activities.
3. Explain communications channels used in public-relations activities.
4. Describe factors used by businesses to position corporate brands.
5. Explain factors that influence customer/client/business buying behavior.

## **EVENT SITUATION**

You are to assume the role of public relations specialist for HAUL-IT, a popular moving equipment and storage rental company. The director of marketing (judge) has asked you to develop a promotion plan that general managers of company-owned HAUL-IT dealerships can use when participating in an upcoming public-relations event.

HAUL-IT has been renting moving trucks since 1945 and renting storage space since 1995. The HAUL-IT moving vehicles come in a variety of sizes to move a single person or move an entire family cross country. While there are only 1,500 company-owned HAUL-IT dealerships across the nation, there are over 14,000 independent dealerships that are licensed to rent HAUL-IT vehicles.

The majority of customers that rent from HAUL-IT use one of the independent dealerships. The independent dealers are required to perform inspections on all vehicles before and after rental, know how to safely hook up trailers to vehicles and maintain the vehicles. With so much turnover at the independent dealerships, those important tasks are not always done appropriately. HAUL-IT has received negative feedback on many online review websites, all due to poorly managed independent dealerships.

In an attempt to shine a positive light on HAUL-IT, the director of marketing (judge) has proposed that each company-owned HAUL-IT dealership donate an older van or 17" truck to a local charity. Each community that houses a company-owned HAUL-IT dealership has plenty of charities that could put a donated truck to good use. It is up to the general manager of the dealership to determine which charity will receive the donated vehicle.

To ensure that this positive public-relations endeavor is noticed, the director of marketing (judge) has asked you to develop a promotion plan for use by each general manager participating in the donation. The director of marketing (judge) has asked that the public-relations promotion plan include a brief press release, communications methods to promote the event and an explanation on how a public-relations event can influence buying behavior.

You will present the public-relations promotion plan to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (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 director of marketing's (judge's) questions, the director of marketing (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. 21<sup>st</sup> 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 marketing for HAUL-IT, a popular moving equipment and storage rental company. You have asked the public relations specialist (participant) to develop a promotion plan that general managers of company-owned HAUL-IT dealerships can use when participating in an upcoming public-relations event.

HAUL-IT has been renting moving trucks since 1945 and renting storage space since 1995. The HAUL-IT moving vehicles come in a variety of sizes to move a single person or move an entire family cross country. While there are only 1,500 company-owned HAUL-IT dealerships across the nation, there are over 14,000 independent dealerships that are licensed to rent HAUL-IT vehicles.

The majority of customers that rent from HAUL-IT use one of the independent dealerships. The independent dealers are required to perform inspections on all vehicles before and after rental, know how to safely hook up trailers to vehicles and maintain the vehicles. With so much turnover at the independent dealerships, those important tasks are not always done appropriately. HAUL-IT has received negative feedback on many online review websites, all due to poorly managed independent dealerships.

In an attempt to shine a positive light on HAUL-IT, you have proposed that each company-owned HAUL-IT dealership donate an older van or 17' truck to a local charity. Each community that houses a company-owned HAUL-IT dealership has plenty of charities that could put a donated

truck to good use. It is up to the general manager of the dealership to determine which charity will receive the donated vehicle.

To ensure that this positive public-relations endeavor is noticed, you have asked the public relations specialist (participant) to develop a promotion plan for use by each general manager participating in the donation. You have asked that the public-relations promotion plan include a brief press release, communications methods to promote the event and an explanation on how a public-relations event can influence buying behavior.

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. Should we ask the independent dealerships that are licensed to rent HAUL-IT vehicles to participate, as well?
2. Are there any possible risks of the public thinking this is a publicity stunt?
3. If this endeavor is successful, how often should HAUL-IT conduct similar charity events in the community?

Once the public relations specialist (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the public relations specialist (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.

<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.



**BUSINESS SERVICES MARKETING SERIES,  
2018**

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

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT #2**

**INSTRUCTIONAL AREA  
Promotion**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify types of public-relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain communications channels used in public-relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe factors used by businesses to position corporate brands?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						