



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Marketing

MARKETING COMMUNICATIONS 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. Describe marketing functions and related activities.
2. Explain factors that influence customer/client/business buying behavior.
3. Discuss actions employees can take to achieve the company's desired results.
4. Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences.
5. Participate in the design of collateral materials to promote special event.

EVENT SITUATION

You are to assume the role of manager of THREADS ALTERATIONS, a local business that alters clothing for customers. The owner of the business (judge) has asked you to determine how to best use participation in an upcoming bridal exposition to gain new customers.

THREADS ALTERATIONS has been in business for 20 years, altering clothing for customers in the community. Whether hemming pants or altering a ball gown, THREADS ALTERATIONS prides itself on exceptional work and customer service.

Over the years, the owner (judge) has noticed that the clientele has grown older. Young people are not in the habit of visiting an alterations shop; they instead pay a premium to have department store tailors alter clothing. Many formalwear retailers have their own tailors in house that will perform alterations for an extra cost.

In an attempt to gain a younger customer base, the owner of THREADS ALTERATIONS (judge) has paid to secure exhibit space at a bridal exposition in a large city near the shop. The bridal exposition is an annual event and averages around 800 attendees, both female and male. Attendees will visit different vendors' booths to gain information about the business.

The owner of THREADS ALTERATIONS (judge) is certain that if you can design a special promotion for the bridal exposition attendees, they will use THREADS ALTERATIONS for alterations. The owner (judge) would like you to develop two things in preparation for the bridal expo:

- Develop a special promotion for bridal expo attendees to use at THREADS ALTERATIONS
- Develop a small take-home gift to be given to attendees that will remind them about THREADS ALTERATIONS

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (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 owner of THREADS ALTERATIONS, a local business that alters clothing for customers. You have asked the manager (participant) to determine how to best use participation in an upcoming bridal exposition to gain new customers.

THREADS ALTERATIONS has been in business for 20 years, altering clothing for customers in the community. Whether hemming pants or altering a ball gown, THREADS ALTERATIONS prides itself on exceptional work and customer service.

Over the years, you have noticed that the clientele has grown older. Young people are not in the habit of visiting an alterations shop; they instead pay a premium to have department store tailors alter clothing. Many formalwear retailers have their own tailors in house that will perform alterations for an extra cost.

In an attempt to gain a younger customer base, you have paid to secure exhibit space at a bridal exposition in a large city near the shop. The bridal exposition is an annual event and averages around 800 attendees, both female and male. Attendees will visit different vendors' booths to gain information about the business.

You are certain that if the manager (participant) can design a special promotion for the bridal exposition attendees, they will use THREADS ALTERATIONS for alterations. You would like the manager (participant) to develop two things in preparation for the bridal expo:

- Develop a special promotion for bridal expo attendees to use at THREADS ALTERATIONS
- Develop a small take-home gift to be given to attendees that will remind them about THREADS ALTERATIONS

The participant will present recommendations 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. Will your take-home gifts cost us a lot of money?
2. Why do people use store alterations rather than using an alterations shop?
3. How can we tell if the special promotion was successful?

Once the manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the manager (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.



**MARKETING COMMUNICATIONS SERIES,
2017**

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.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Participate in the design of collateral materials to promote special event?	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						