



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Customer Relations

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 by 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 nature of marketing plans.
2. Explain the nature of email marketing tactics.
3. Discuss the nature of customer relationship management.
4. Explain the nature of positive customer relations.
5. Build and maintain relationships with customers.

EVENT SITUATION

You are to assume the role of director of marketing for OLD MILL PIZZA, a chain of full-serve restaurants specializing in pizza. The senior vice president (judge) has asked you to develop an email marketing campaign, using a game or contest, that will reward customers for participation during the NFL football season.

OLD MILL PIZZA is a small chain of restaurants with 100 locations in 22 states. The restaurant is known for its deep-dish pizzas, but has other traditional offerings on the menu, such as hamburgers, chicken, pasta and salads. Each location has a bar area with additional tables for dining and several large-screen televisions. While the dining area is busy during the lunch rush and dinner hours, the bar area is busiest during happy hour and sporting events.

OLD MILL has a perks program that customers can participate in via email. Customers simply fill out an online form or a paper form in an OLD MILL restaurant and are enrolled. The perks program requires a customer's name, email address and date of birth. Enrolled customers receive emails from OLD MILL once a week with information about new menu items, promotions, coupons and catering.

The senior vice president (judge) feels that the perks program has grown stale, with the same information being sent repeatedly. To breathe new life into the program and demonstrate positive customer relations, the senior vice president (judge) wants you to develop a game or contest for customers enrolled in the perks program emails. The email marketing campaign will reward customers for participation.

The senior vice president (judge) wants you to create a game or contest to be held each week during the NFL football season (September through January). The senior vice president (judge) wants you to determine rewards for participating, and incentives to watch NFL games at OLD MILL.

You will present your email marketing campaign to the senior vice president (judge) in a role-play to take place in the vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your campaign and have answered the senior vice president's (judge's) questions, the senior vice president (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 senior vice president for OLD MILL PIZZA, a chain of full-service restaurants specializing in pizza. You have asked the director of marketing (participant) to develop an email marketing campaign, using a game or contest, that will reward customers for participation during the NFL football season.

OLD MILL PIZZA is a small chain of restaurants with 100 locations in 22 states. The restaurant is known for its deep-dish pizzas, but has other traditional offerings on the menu, such as hamburgers, chicken, pasta and salads. Each location has a bar area with additional tables for dining and several large-screen televisions. While the dining area is busy during the lunch rush and dinner hours, the bar area is busiest during happy hour and sporting events.

OLD MILL has a perks program that customers can participate in via email. Customers simply fill out an online form or a paper form in an OLD MILL restaurant and are enrolled. The perks program requires a customer's name, email address and date of birth. Enrolled customers receive emails from OLD MILL once a week with information about new menu items, promotions, coupons and catering.

You feel that the perks program has grown stale, with the same information being sent repeatedly. To breathe new life into the program and demonstrate positive customer relations, you want the director of marketing (participant) to develop a game or contest for customers enrolled in the perks program emails. The email marketing campaign will reward customers for participation.

You want the director of marketing (participant) to create a game or contest to be held each week during the NFL football season (September through January). You want the director of marketing (participant) to determine rewards for participating, and incentives to watch NFL games at OLD MILL.

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 can we ensure our marketing plan encourages customers not already enrolled in our perks program to get involved in the fun email game/contest?
2. How does your game/contest demonstrate positive customer relations?
3. Why would we allow participation in the game/contest without requiring a purchase?

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

Participant: _____

I.D. Number: _____

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

**INSTRUCTIONAL AREA
Customer Relations**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of email marketing tactics?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss the nature of customer relationship management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build and maintain relationships with customers?	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						