



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

RETAIL MERCHANDISING 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 types of promotion.
3. Describe the use of business ethics in promotion.
4. Distinguish between retailing and marketing.
5. Describe factors used by marketers to position products/services.

EVENT SITUATION

You are to assume the role of director of marketing for METROPOLITAN, a popular department store chain. The senior vice president (judge) has asked you to create a program for employees to act as brand ambassadors on social media.

METROPOLITAN has over 600 store locations and is the largest department store company by retail sales. The retailer is considered mid-priced, with a good mix of luxury brands, upscale brands and private label brands. METROPOLITAN frequently offers coupons and other promotions for both store credit card holders and the public. The retailer sells a wide variety of merchandise in apparel, shoes, furniture, housewares, linens and seasonal items.

The retailer is often viewed as a leader in product trends. Discount retailers often get inventory cues from METROPOLITAN, seeing which new products sell, which styles are most popular and what creates the most social buzz.

The senior vice president (judge) is exploring new ways to use social media as a promotional tool. Rather than simply using the company's social media accounts to promote new merchandise, sales or styling tips, the senior vice president (judge) wants the social media posts to feel more authentic rather than a corporate tool.

The senior vice president (judge) thinks that asking certain METROPOLITAN employees to act as brand ambassadors on social media would create a more authentic promotion. The employees serving as brand ambassadors would post METROPOLITAN-created content on their personal social media accounts. The senior vice president (judge) wants your help in creating the program. You will need to decide:

- The number of METROPOLITAN employees to serve as brand ambassadors
- The type of social media platforms the brand ambassadors should utilize
- The selection requirements to determine which employees are eligible to become brand ambassadors
- The type of content METROPOLITAN would ask brand ambassadors to share on personal social media accounts
- How each brand ambassador's social media promotion can be tracked

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior 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 ideas 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 METROPOLITAN, a popular department store chain. You have asked the director of marketing (participant) to create a program for employees to act as brand ambassadors on social media.

METROPOLITAN has over 600 store locations and is the largest department store company by retail sales. The retailer is considered mid-priced, with a good mix of luxury brands, upscale brands and private label brands. METROPOLITAN frequently offers coupons and other promotions for both store credit card holders and the public. The retailer sells a wide variety of merchandise in apparel, shoes, furniture, housewares, linens and seasonal items.

The retailer is often viewed as a leader in product trends. Discount retailers often get inventory cues from METROPOLITAN, seeing which new products sell, which styles are most popular and what creates the most social buzz.

You are exploring new ways to use social media as a promotional tool. Rather than simply using the company's social media accounts to promote new merchandise, sales or styling tips, you want the social media posts to feel more authentic, rather than a corporate tool.

You think that asking certain METROPOLITAN employees to act as brand ambassadors on social media would create a more authentic promotion. The employees serving as brand ambassadors would post METROPOLITAN-created content on their personal social media accounts. You want

the director of marketing's (participant's) help to create the program. The director of marketing (participant) will need to decide:

- The number of METROPOLITAN employees to serve as brand ambassadors
- The type of social media platforms the brand ambassadors should utilize
- The selection requirements to determine which employees are eligible to become brand ambassadors
- The type of content METROPOLITAN would ask brand ambassadors to share on personal social media accounts
- How each brand ambassador's social media promotion can be tracked

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 tell if the brand ambassador program is working?
2. Is it important that METROPOLITAN produces the content our brand ambassadors post or should the ambassadors have some creative control? Explain.
3. Do you think having our own employees use social media as a promotional tactic for our store is ethical?

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.



RETAIL MERCHANDISING SERIES, 2019

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

I.D. Number: _____

INSTRUCTIONAL AREA
Promotion

Did the participant:

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 types of promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe the use of business ethics in promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Distinguish between retailing and marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe factors used by marketers to position products/services?	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						