



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Selling

MARKETING COMMUNICATIONS EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Present an advertising campaign to client.
2. Select advertising media.
3. Explain key factors in building a clientele.
4. Discuss motivational theories that impact buying behaviors.
5. Describe the role of customer voice in branding.

CASE STUDY SITUATION

You are advertising executives with a firm hired by SUPERIOR JEWELERS, a chain of jewelry stores with 600 physical store locations and an online presence. Over 95% of all SUPERIOR JEWELERS locations are in shopping malls across the country. The other 5% are found in airports, military post exchanges and stand-alone locations.

The holiday shopping season has always been the most profitable time of year for the chain. Typically, the shopping season begins on Black Friday with one or two high-quality items marked down significantly for mall shoppers and discounts of 30% found online. Throughout the season, different pieces of jewelry are featured with sale prices, with a major focus being on earrings and necklaces for women.

SUPERIOR JEWELERS advertises through many media outlets during the year. The most advertising dollars are spent during the holiday season, around Valentine's Day and near Mother's Day. Television, radio and print advertisements are the most common during those times with companion pieces on social media. The theme of Superior's advertising has remained the same for several years: "Give only the best."

Customer research has shown that most of the chain's customers are Generation X and young Baby Boomers. Like other jewelry stores, SUPERIOR JEWELERS have not had much success getting Millennials into the stores. New research has shown that Millennials are just as likely to buy something for themselves as for someone else during the holiday shopping season. Superior Jewelers would like to take advantage of this new information.

YOUR CHALLENGE

The senior vice president of SUPERIOR JEWELERS has hired you to create an advertising campaign targeted to Millennials that encourages self-gift giving this holiday season.

The senior vice president wants the campaign to include timing, slogan and specific media channels. You must also demonstrate how the campaign will be effective in building a Millennial clientele and motivating buying behavior.

You will present your advertising campaign to the senior vice president in a meeting to take place in the senior vice president's office. Additional executives from the company may accompany the senior vice president.

You will receive 2-3 questions from the judge pertaining to the case situation.



MARKETING COMMUNICATIONS, 2018

Participant: _____

JUDGE'S EVALUATION FORM

State/Provincial Event 2

I.D. Number: _____

INSTRUCTIONAL AREA

Selling

Participant: _____

I.D. Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Present an advertising campaign to client?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Select advertising media?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain key factors in building a clientele?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Describe the role of customer voice in branding?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						