



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Marketing

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. Develop a digital marketing campaign.
2. Develop digital marketing strategies.
3. Describe marketing functions and related activities.
4. Explain factors that influence customer/client/business buying behavior.
5. Demonstrate connections between company actions and results.

CASE STUDY SITUATION

You are the directors of marketing and of membership for ASSOCIATION OF RETAILERS OF SPECIALTY TOYS (ARST). The organization is a non-profit that provides networking, education, product sourcing and public relations to help expand the specialty toy industry. The membership is made up of 3,000 independent retailers, manufacturers and sales representations of specialty toys.

The ARST keeps a database of past and present members addresses, contact phone numbers, related store information and email addresses. Information on all past conference attendees is kept, as well. The ARST has active Facebook and Twitter accounts with over 10,000 followers on each.

Each year, ARST holds a trade show in a different city. The trade show has grown to include over 450 exhibitors demonstrating the newest innovations in toys, games, books and educational resources. Attendees can network with each other as well as vendors and receive special discounts on orders placed while in attendance.

Two years ago, ARST added two days of professional development to the annual event. For an additional fee, members of ARST are able to choose from over 30 education sessions, including sales workshops, business development seminars and testing for industry certification.

The annual trade show and professional development opportunities are open to both members of ARST and nonmembers. The fees for attending are as follows:

Trade show plus professional development:

Member: \$249 Nonmember: \$289

Trade show only:

Member: \$30 Nonmember: \$60

Attendance at the annual trade show and professional development varies from year to year as the host city changes. The average attendance is roughly 1,500 people at the trade show. The first year of professional development saw only 300 people, but last year that number increased to 500 people. While the increase was significant, organizers would like to see more members attend both the trade show and the professional development.

This year, the annual trade show and professional development will be in Washington, D.C. The conference has been renamed ARST Academy and Marketplace. The dates are July 17th – 20th.

YOUR CHALLENGE

The executive director of ARST wants you to develop a digital marketing campaign that will promote the ARST Academy and Marketplace in Washington, D.C., and encourage conference registration. The goal of the campaign is to show a 20% increase in attendance of the tradeshow and professional development.

The executive director wants you to develop digital marketing strategies that include:

- Campaign message
- Offers/Incentives
- Calls to action
- Creative concepts

The website for conference registration is: www.arst.org/conference. You may develop hashtags or other necessary items as you create your message and campaign.

You will discuss the digital marketing campaign with the executive director in a meeting to take place in the director's office. Additional executives from the company may accompany the executive director.



MARKETING COMMUNICATIONS, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Preliminary

Participant: _____

INSTRUCTIONAL AREA
Marketing

I.D. Number: _____

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Develop a digital marketing campaign? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 2. | Develop digital marketing strategies? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 3. | Describe marketing functions and related activities? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 4. | Explain factors that influence customer/client/business buying behavior? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 5. | Demonstrate connections between company actions and results? | 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 | | | | | | |