



CAREER CLUSTER

Business Management & Administration

CAREER PATHWAY

General Management

INSTRUCTIONAL AREA

Marketing

RETAIL MANAGEMENT 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 30 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. 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. Demonstrate connections between company actions and results.
5. Describe the nature of human resources planning.

CASE STUDY SITUATION

You are to assume the role of director of marketing for COAL'S, a department store retail chain. The senior vice president has asked you to create a marketing strategy that will entice loyal shoppers of a competitor and their employees to shop and work at COAL'S.

COAL'S is a mid-priced department store chain with over 1,000 locations. The retailer sells a variety of merchandise, including apparel, accessories, kitchenware, toys, shoes, bedding, housewares and seasonal items. COAL'S stores stand alone or are placed in strip malls. The retailer also sells a wide variety of merchandise on its website. COAL'S is known for its many promotions and sales that entice shoppers.

One of COAL'S competitors is the department store BROADWAY. BROADWAY currently has 300 physical store locations. BROADWAY is considered a step above COAL'S with merchandise priced slightly higher. BROADWAY'S physical store locations are all shopping mall anchor stores, many two levels. BROADWAY reserves special promotions for store credit card holders and limits general sales to end-of-season or holidays.

It was announced that BROADWAY will be closing all of its stores. The company has struggled during the last decade and closed several stores in the last few years in an attempt to save money. The announcement of all BROADWAY stores closing has resulted in an outcry from their loyal customers and employees.

YOUR CHALLENGE

Each of the 300 BROADWAY stores that will be closing in the next three months are located less than a mile from a COAL'S store. The senior vice president feels that now is the time to reach out to BROADWAY customers to let them know COAL'S stores are open, well-stocked and ready for their business. The senior vice president also feels that now is the time for COAL'S to reach out to BROADWAY employees to let them know COAL'S is a viable employment option.

The senior vice president has asked you to develop a marketing strategy that will reach out to the two markets: BROADWAY customers and BROADWAY employees, and raise awareness of the COAL'S brand.

You will present your ideas to the senior vice president in a meeting to take place in the vice president's office. The senior vice president may be accompanied by additional executives from the company.

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



RETAIL MANAGEMENT, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Final

I.D. Number: _____

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	13-14-15	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
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	13-14-15	
4.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Describe the nature of human resources planning?	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						