



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Promotion

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

- Develop an advertising campaign.
- Develop social media plan.
- Write copy for advertisements.
- Explain the role of promotion as a marketing function.
- Differentiate between service marketing and product marketing.

CASE STUDY SITUATION

You are the regional marketing manager and the marketing communications specialist for ALL ABOUT PETS, a retail chain specializing in pet products and services. There are ten ALL ABOUT PETS stores in the region and 60 total stores spanning five states.

In three months, all of the ALL ABOUT PETS locations will be partnering with their local pet adoption agencies or animal shelters for an event called *All About Adoption Weekend*. On both Saturday and Sunday, each ALL ABOUT PETS location will host its local animal shelter or local pet adoption agency, along with adoptable dogs and cats. The stores will allow space for the local animal shelters to set up areas for the adoptable pets, provide information, take in food and supply donations for the shelter, and an area for adoption paperwork and transactions to take place.

ALL ABOUT PETS has purchased television advertising spots in the five states that have store presence that will begin airing two weeks before *All About Adoption Weekend*. The television ads communicate ALL ABOUT PETS commitment to finding homes for all animals, the need for food and supply donations to animal shelters, and information about the event date, while leaving 10 seconds at the end of the spot for regions to add its own local message.

ALL ABOUT PETS is also giving each region an advertising budget for local radio ads and print newspaper advertisements. Corporate is allowing each region to create its own messaging that will create awareness and interest in the event.

The regional manager has decided to add an incentive to the local *All About Adoption Weekend*. If a customer makes a food or supply donation to the local animal shelter during the event, the customer will receive a discount of 10% at ALL ABOUT PETS during the weekend event.

YOUR CHALLENGE

The regional manager wants your team to create awareness and interest in the region's *All About Adoption Weekend*.

You must:

- Determine the copy needed for the final 10 seconds of the television ads
- Develop appropriate copy for 15 second radio ads and print newspaper ads
- Effectively communicate the regional incentive to donate food and/or supplies
- Develop a plan for the region's ALL ABOUT PETS stores' Facebook and Instagram accounts

EVALUATION INSTRUCTIONS

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 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 director 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
2020**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Promotion

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop an advertising campaign?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop social media plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Write copy for advertisements?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Differentiate between service marketing and product marketing?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						