



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

APPAREL AND ACCESSORIES MARKETING 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 demonstrate the 21st Century Skills and 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

- Develop promotional calendar.
- Place merchandise for impact.
- Determine on-floor assortments.
- Identify the impact of product life cycles on marketing decisions.
- Provide information about incoming merchandise to sales staff.

EVENT SITUATION

You are to assume the role of a store manager of CLOTH & DENIM, a regional chain of clothing stores specializing in youth sizes newborn to 16. The district manager (judge) has asked you to plan a promotional calendar for the back-to-school season.

All CLOTH & DENIM stores have three size sections: baby, toddler, and big kids. The stores are set-up with the baby sizes at the front of the store. The middle of the store showcases toddler sizes, and the back of the store holds all big kid sizes 5 – 16. The cash and wrap station and the fitting rooms are also located in the back of each CLOTH & DENIM store.

Back-to-school is the busiest season for the retailer. The district manager (judge) wants to ensure that your store has the best possible lay-out and promotional calendar before back-to-school shopping season officially begins on August 1. The season runs until mid-September.

CLOTH & DENIM will provide new products to each store on July 1 and additional new products on August 1. The majority of new products will be seasonal back-to-school merchandise for big kid sizes 5 – 16, but will also include a few new products for babies and toddlers.

The district manager (judge) wants you to determine how to change the lay-out of your store for the back-to-school season to best place back-to-school products for impact. The district manager (judge) wants you to decide the size and assortment of each section (baby, toddler, big kids). Finally, the district manager (judge) wants you to develop a promotional calendar that will indicate when back-to-school promotions will occur.

You will present your ideas to the district manager (judge) in a role-play to take place in the district manager's (judge's) office. The district manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the district manager's (judge's) questions, the district manager (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a district manager of CLOTH & DENIM, a regional chain of clothing stores specializing in youth sizes newborn to 16. You have asked a store manager (participant) to plan a promotional calendar for the back-to-school season.

All CLOTH & DENIM stores have three size sections: baby, toddler, and big kids. The stores are set-up with the baby sizes at the front of the store. The middle of the store showcases toddler sizes, and the back of the store holds all big kid sizes 5 – 16. The cash and wrap station and the fitting rooms are also located in the back of each CLOTH & DENIM store.

Back-to-school is the busiest season for the retailer. You want to ensure that the store has the best possible lay-out and promotional calendar before back-to-school shopping season officially begins on August 1. The season runs until mid-September.

CLOTH & DENIM will provide new products to each store on July 1 and additional new products on August 1. The majority of new products will be seasonal back-to-school merchandise for big kid sizes 5 – 16, but will also include a few new products for babies and toddlers.

You want the store manager (participant) to determine how to change the lay-out of the store for the back-to-school season to best place back-to-school products for impact. You want the store manager (participant) to decide the size and assortment of each section (baby, toddler, big kids). Finally, you want the store manager (participant) to develop a promotional calendar that will indicate when back-to-school promotions will occur.

The participant will present information 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. Should we keep your back-to-school layout suggestion as our year-round store layout? Why or why not?
2. How does our target market change during back-to-school season?

Once the store manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the store manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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.



**APPAREL AND ACCESSORIES MARKETING SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop promotional calendar?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Place merchandise for impact?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine on-floor assortments?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify the impact of product life cycles on marketing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Provide information about incoming merchandise to sales staff?	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						