



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Marketing

ENTREPRENEURSHIP 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

- Explain marketing and its importance in a global economy.
- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Explain management's role in customer relations.
- Recognize/Reward others for their efforts and contributions.

EVENT SITUATION

You are to assume the role of the owner of GULLET CITY GHOST TOURS, a walking tour for residents and tourists visiting Gullet City. Your business partner (judge) wants you to determine how the business can solicit online reviews from customers for use in marketing.

Gullet City is one of the oldest small towns in the nation. There are many legends and folklores surrounding historical buildings of ghosts and possible hauntings. You and your business partner (judge) started GULLET CITY GHOST TOURS which offers walking tours of the alleged haunted locations in Gullet City.

The business has been operating for the past six months. During first four months, all tours were completely booked, but the last two months have seen a decline in ticket sales. Your business partner (judge) and you know that the business cannot afford traditional advertising but still want to promote GULLET CITY GHOST TOURS. Currently, the business has listings on popular online business review websites and has search engine reviews.

Your business partner (judge) wants you to determine how GULLET CITY GHOST TOURS can solicit online reviews from past and current customers that can be used for free marketing. Your business partner (judge) is open to offering an incentive to customers that submit a review.

You will present your ideas to your business partner (judge) in a role-play to take place in your business partner's (judge's) office. Your business partner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered your business partner's (judge's) questions, your business partner (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 the business partner of the owner of GULLET CITY GHOST TOURS, a walking tour for residents and tourists visiting Gullet City. You want the owner (participant) to determine how the business can solicit online reviews from customers for use in marketing.

Gullet City is one of the oldest small towns in the nation. There are many legends and folklores surrounding historical buildings of ghosts and possible hauntings. You and your business partner (judge) started GULLET CITY GHOST TOURS which offers walking tours of the alleged haunted locations in Gullet City.

The business has been operating for the past six months. During the first four months, all tours were completely booked, but the last two months have seen a decline in ticket sales. You and the owner (participant) know that the business cannot afford traditional advertising but still want to promote GULLET CITY GHOST TOURS. Currently, the business has listings on popular online business review websites and has search engine reviews.

You want the owner (participant) to determine how GULLET CITY GHOST TOURS can solicit online reviews from past and current customers that can be used for free marketing. You are open to offering an incentive to customers that submit a review.

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. Why are customer online reviews considered marketing?
2. Explain why management should or should not respond to all customer reviews?

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



**ENTREPRENEURSHIP SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

Participant: _____

INSTRUCTIONAL AREA:
Marketing

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain marketing and its importance in a global economy?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer/client/business buying behaviors?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain management's role in customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Recognize/Reward others for their efforts and contributions?	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						