



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Communications

**INSTRUCTIONAL AREA**

Market Planning

**MARKETING COMMUNICATIONS SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> 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 the nature of corporate branding.
- Explain the nature of marketing plans.
- Describe factors used by businesses to position corporate brands.
- Explain the concept of marketing strategies.
- Describe the nature of target marketing in marketing communications.

## **EVENT SITUATION**

---

You are to assume the role of a marketing communications consultant hired by COST LESS SHOES, a national chain of discount footwear for men, women, and children. The CEO of the company (judge) has hired you to develop a marketing communications plan that will remarket the brand.

COST LESS SHOES first opened in the early 1980s and now has over 2,000 locations. The stores are set up to resemble a back stockroom, with shoes in accompanying shoeboxes on display on racks. COST LESS SHOES has a wide variety of styles and sizes. Both the company name and all of its marketing and promotions have been focused on the discount prices the chain offers. The slogan, “Inexpensive is our name,” has been in use since the 1980s.

Sales have been declining year after year and the CEO (judge) feels that the chain needs to be remarketed. The CEO (judge) feels that the marketing focus on cheap prices has hurt the business and wants a new marketing communications plan not focused on price. The CEO (judge) wants you to choose a target market and create a marketing communications plan that will remarket the COST LESS SHOES brand. The CEO (judge) wants your plan to include a new slogan and specific marketing strategies.

You will present your ideas to the CEO (judge) in a role-play to take place in the CEO’s (judge’s) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the CEO’s (judge’s) questions, the CEO (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, 21<sup>st</sup> 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 CEO of COST LESS SHOES, a national chain of discount footwear for men, women, and children. You have hired a marketing communications consultant (participant) to develop a marketing communications plan that will remarket the brand.

COST LESS SHOES first opened in the early 1980s and now has over 2,000 locations. The stores are set up to resemble a back stockroom, with shoes in accompanying shoeboxes on display on racks. COST LESS SHOES has a wide variety of styles and sizes. Both the company name and all of its marketing and promotions have been focused on the discount prices the chain offers. The slogan, "Inexpensive is our name," has been in use since the 1980s.

Sales have been declining year after year and you feel that the chain needs to be remarketed. You feel that the marketing focus on cheap prices has hurt the business and want a new marketing communications plan not focused on price. You want the marketing communications consultant (participant) to choose a target market and create a marketing communications plan that will remarket the COST LESS SHOES brand. You want the plan to include a new slogan and specific marketing strategies.

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 is a brand focus on discount prices not as valued as it once was in the 1980s?
2. How can the remarketing plan be communicated to our store managers?

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

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**MARKETING COMMUNICATIONS SERIES  
2020**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT #1

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Market Planning

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of corporate branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of marketing plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe factors used by businesses to position corporate brands?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe the nature of target marketing in marketing communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						