



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Marketing

RETAIL MERCHANDISING 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

- Describe marketing functions and related activities.
- Distinguish between retailing and marketing.
- Explain factors that influence customer/client/business buying behavior.
- Describe actions employees can take to achieve the company's desired results.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of the director of marketing for SUPERMART, the second largest big box retailer in the nation. The vice president of merchandising (judge) wants you to determine how the retailer can better market its pet department.

The pet product industry is booming. Last year over \$72 billion was spent on products and services related to pets in the United States. Reports state that 85 million US households have a pet, which is more households than have children. Millennials are the largest pet-owner generation. The vast majority of pet owners purchase products and services either online or at pet specialty stores.

SUPERMART has provided a large variety of pet products since the retailer first opened in the 1960s. SUPERMART provides many varieties and brands of foods and treats, from value brand to premium brand. SUPERMART also has an inventory of toys, beds, apparel, and other accessories for dogs, cats, birds, and other small animals.

The vice president of merchandising (judge) struggles with SUPERMART's low annual sales in its pet departments. The retailer does quite well in sales in all other departments, but cannot seem to reach pet owners to persuade them to purchase their pet product needs at SUPERMART.

The majority of loyal SUPERMART shoppers have pets at home. The vice president of merchandising (judge) wants you to determine how the retailer can better market its pet department to those loyal shoppers and get them to visit SUPERMART's pet department.

You will present your ideas to the vice president of merchandising (judge) in a role-play to take place in the vice president's (judge's) office. The vice president of merchandising (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president's (judge's) questions, the vice president of merchandising (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 vice president of merchandising for SUPERMART, the second largest big box retailer in the nation. You want the director of marketing (participant) to determine how the retailer can better market its pet department.

The pet product industry is booming. Last year over \$72 billion was spent on products and services related to pets in the United States. Reports state that 85 million US households have a pet, which is more households than have children. Millennials are the largest pet-owner generation. The vast majority of pet owners purchase products and services either online or at pet specialty stores.

SUPERMART has provided a large variety of pet products since the retailer first opened in the 1960s. SUPERMART provides many varieties and brands of foods and treats, from value brand to premium brand. SUPERMART also has an inventory of toys, beds, apparel, and other accessories for dogs, cats, birds, and other small animals.

You struggle with SUPERMART's low annual sales in its pet departments. The retailer does quite well in sales in all other departments, but cannot seem to reach pet owners to persuade them to purchase their pet product needs at SUPERMART.

The majority of loyal SUPERMART shoppers have pets at home. You want the director of marketing (participant) to determine how the retailer can better market its pet department to those loyal shoppers and get them to visit SUPERMART's pet department.

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. What are the risks involved with eliminating our pet department all together?
2. What are the benefits of eliminating our pet department all together?

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



**RETAIL MERCHANDISING SERIES
2020**

**JUDGE'S EVALUATION FORM
DISTRICT EVENT #2**

Participant: _____

ID 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	
2.	Distinguish between retailing and marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe 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	
5.	Explain the concept of marketing strategies?	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						