



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Promotion

BUSINESS SERVICES 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

- Describe the use of technology in the promotion function.
- Explain the role of promotion as a marketing function.
- Identify ways to track marketing-communications activities.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of the social media specialist at ZILLA SCREEN PRINTING, a local service-driven print and creative shop. The owner (judge) wants you to create Twitter marketing strategies for the month.

ZILLA SCREEN PRINTING is a professional shop that provides screen printing, embroidery and patchwork to businesses and organizations in the area. The three primary markets are: local businesses, local youth and adult sports teams, and high school clubs.

ZILLA SCREEN PRINTING has been active on both Facebook and Twitter for the last several years. While there are a good number of followers, there are not many “likes,” “retweets” or “shares” among users.

The owner (judge) read a report that found that tweets accompanied by video yield ten times more engagement than tweets without video. The report also stated that tweets that include a hashtag attract 100% higher engagement.

The owner (judge) wants you to create a Twitter plan for the next month using the reported information regarding Twitter videos and hashtags. The plan must include ideas for engaging videos, appropriate hashtag(s) and ideas on how to track this month’s Twitter campaign.

You will present your ideas to the owner (judge) in a role-play to take place in the owner (judge’s) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner’s (judge’s) questions, the owner (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. Participant Instructions, 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 owner of ZILLA SCREEN PRINTING, a local service-driven print and creative shop. You want the social media specialist (participant) to create Twitter marketing strategies for the month.

ZILLA SCREEN PRINTING is a professional shop that provides screen printing, embroidery and patchwork to businesses and organizations in the area. The three primary markets are: local businesses, local youth and adult sports teams, and high school clubs.

ZILLA SCREEN PRINTING has been active on both Facebook and Twitter for the last several years. While there are a good number of followers, there are not many “likes,” “retweets” or “shares” among users.

You read a report that found that tweets accompanied by video yield ten times more engagement than tweets without video. The report also stated that tweets that include a hashtag attract 100% higher engagement.

You want the social media specialist (participant) to create a Twitter plan for the next month using the reported information regarding Twitter videos and hashtags. The plan must include ideas for engaging videos, appropriate hashtag(s) and ideas on how to track this month’s Twitter campaign.

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. How will your suggested hashtag(s) engage our target markets?
2. How will your ideas help us gain new Twitter followers?

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



**BUSINESS SERVICES MARKETING SERIES
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1 - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the use of technology in the promotion function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify ways to track marketing-communications activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of market and market identification?	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						