



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Market Planning

## **ENTREPRENEURSHIP 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**

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- 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**

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- Develop marketing plan.
- Set marketing goals and objectives.
- Explain the concept of marketing strategies.
- Identify communications channels used in sales promotion.
- Explain the role of customer service in positioning/image.

## EVENT SITUATION

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You are to assume the role of the owner of SCHOOL SCHOLARS, a business that offers private tutoring for students in elementary school through high school. Your business partner (judge) wants you to create a new marketing plan that will reintroduce SCHOOL SCHOLARS services to the community given that students missed months of in-person education due to a worldwide pandemic.

SCHOOL SCHOLARS opened 10 years ago in a community of 50,000 people. The staff consists of retired educators, college students and teacher educators that want additional part-time or summer work. In the decade it has been open, SCHOOL SCHOLARS has served thousands of students that need additional help in various subjects or need to prepare for standardized tests.

Due to a worldwide pandemic, all schools in the area, like others across the nation, had to switch from in-person learning to online learning. While school districts and educators worked tirelessly to engage and teach students, not all students were successful with the online learning platform.

Your business partner (judge) feels that now is a perfect time to reintroduce SCHOOL SCHOLARS services to the community. Some parents in the community are concerned about their students' progress due to the pause on in-person learning. SCHOOL SCHOLARS is the perfect solution.

Your business partner (judge) wants you to develop a marketing plan that will reintroduce SCHOOL SCHOLARS to the community. The marketing plan must include:

- Marketing goals and objectives
- Specific marketing strategies
- Communications channels

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 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

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You are to assume the role of a business partner of SCHOOL SCHOLARS, a business that offers private tutoring for students in elementary school through high school. You want the business owner (participant) to create a new marketing plan that will reintroduce SCHOOL SCHOLARS services to the community given that students missed months of in-person education due to a worldwide pandemic.

SCHOOL SCHOLARS opened 10 years ago in a community of 50,000 people. The staff consists of retired educators, college students and teacher educators that want additional part-time or summer work. In the decade it has been open, SCHOOL SCHOLARS has served thousands of students that need additional help in various subjects or need to prepare for standardized tests.

Due to a worldwide pandemic, all schools in the area, like others across the nation, had to switch from in-person learning to online learning. While school districts and educators worked tirelessly to engage and teach students, not all students were successful with the online learning platform.

You feel that now is a perfect time to reintroduce SCHOOL SCHOLARS services to the community. Some parents in the community are concerned about their students' progress due to the pause on in-person learning. SCHOOL SCHOLARS is the perfect solution.

You want the business owner (participant) to develop a marketing plan that will reintroduce SCHOOL SCHOLARS to the community. The marketing plan must include:

- Marketing goals and objectives
- Specific marketing strategies
- Communications channels

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 should we or shouldn't we offer price discounts to new customers?
2. How does the budget for the proposed marketing plan compare to the projected increase in revenue it will generate?

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

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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.



**ENTREPRENEURSHIP SERIES  
2021**

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

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.	Develop marketing plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Set marketing goals and objectives?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the role of customer service in positioning/image?	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>						