



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Communications

**INSTRUCTIONAL AREA**

Marketing

**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**

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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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- Explain the use of video/images for digital marketing.
- Discuss the relationship between promotion and marketing.
- Explain factors that influence customer/client/business buying behavior.
- Demonstrate connections between company actions and results. (e.g., influencing consumer buying behavior, gaining market share, etc.)
- Describe factors used by businesses to position corporate brands.

## EVENT SITUATION

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You are to assume the role of the marketing communications director for SOTO SLIPPERS, a company that markets slippers for children and teens. The owner of the company (judge) wants you to explain the impact that expanding into a new social media platform will have on the corporate brand.

SOTO SLIPPERS sells a wide variety of unique slippers marketed to children and teenagers. SOTO SLIPPERS has fun designs and colors and licensing for trademarks geared toward the market. The company has quickly become one of the top 50 companies in demand for Generation Z.

SOTO SLIPPERS currently only engages with customers on its Instagram account. Followers love to post pictures of themselves wearing their SOTO SLIPPERS and will actively comment on all corporate posts. As marketing communications director, you know it is important for the brand to engage in other social media platforms in addition to Instagram.

The owner (judge) does not know a lot about other social media platforms, but has learned that both TikTok and Snapchat are popular among SOTO SLIPPERS' target market. The owner (judge) has asked you to choose either TikTok or Snapchat and explain how the social media platform works and why it would be the best choice for SOTO SLIPPERS. The owner (judge) also wants you to explain how the company can use TikTok or Snapchat to:

- Build the SOTO SLIPPERS brand
- Gain new followers
- Increase brand awareness among Generation Z

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented 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, 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 owner of SOTO SLIPPERS, a company that markets slippers for children and teens. You want the marketing communications director (participant) to explain the impact that expanding into a new social media platform will have on the corporate brand.

SOTO SLIPPERS sells a wide variety of unique slippers marketed to children and teenagers. SOTO SLIPPERS has fun designs and colors and licensing for trademarks geared toward the market. The company has quickly become one of the top 50 companies in demand for Generation Z.

SOTO SLIPPERS currently only engages with customers on its Instagram account. Followers love to post pictures of themselves wearing their SOTO SLIPPERS and will actively comment on all corporate posts. The marketing communications director (participant) has told you that it is important for the brand to engage in other social media platforms in addition to Instagram.

You do not know a lot about other social media platforms, but have learned that both TikTok and Snapchat are popular among SOTO SLIPPERS' target market. You have asked the marketing communications director (participant) to choose either TikTok or Snapchat and explain how the social media platform works and why it would be the best choice for SOTO SLIPPERS. You also want the marketing communications director (participant) to explain how the company can use TikTok or Snapchat to:

- Build the SOTO SLIPPERS brand
- Gain new followers
- Increase brand awareness among Generation Z

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 other marketing besides social media marketing should we include to reach Generation Z?

2. If Generation Z is our primary market, who do you think is our secondary market?
3. How can we measure the effectiveness of our new social media account?

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



**MARKETING COMMUNICATIONS SERIES  
2021**

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

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

**INSTRUCTIONAL AREA:**  
Marketing

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the use of video/images for digital marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss the relationship between promotion 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.	Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe factors used by businesses to position corporate brands?	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>						