



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Communications

**INSTRUCTIONAL AREA**

Promotion

**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 role of promotion as a marketing function.
- Explain the nature of a promotional plan.
- Coordinate activities in the promotional mix.
- Identify strategies for attracting targeted audience to website.
- Reinforce service orientation through communication.

## **EVENT SITUATION**

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You are to assume the role of the communications specialist for PROJECT PEOPLE, a nonprofit organization that provides free transportation to community members on voting days. The executive director of the organization (judge) wants you to create a promotional plan that will persuade community members to be a volunteer driver for the organization.

PROJECT PEOPLE relies on volunteers from a community of 200,000 people, who are licensed and insured drivers and have passed background checks, to provide transportation for community members on election days. PROJECT PEOPLE provides transportation for all local, primary, mid-term and general elections and to all polling locations.

This year there is a shortage of volunteers. PROJECT PEOPLE is in need of an additional 100 volunteers from the community that can transport residents to polling locations. The executive director (judge) wants you to create a promotional plan that will persuade community members to volunteer. More information and the online application to volunteer is located on the PROJECT PEOPLE website.

You will present the promotional plan to the executive director (judge) in a role-play to take place in the executive director's (judge's) office. The executive director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the executive director's (judge's) questions, the executive director (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 the executive director for PROJECT PEOPLE, a nonprofit organization that provides free transportation to community members on voting days. You want the communications specialist (participant) to create a promotional plan that will persuade community members to be a volunteer driver for the organization.

PROJECT PEOPLE relies on volunteers from a community of 200,000 people, who are licensed and insured drivers and have passed background checks, to provide transportation for community members on election days. PROJECT PEOPLE provides transportation for all elections, local, primary, mid-term and general elections to all polling locations.

This year there is a shortage of volunteers. PROJECT PEOPLE is in need of an additional 100 volunteers from the community that can transport residents to polling locations. You want the communications specialist (participant) to create a promotional plan that will persuade community members to volunteer. More information and the online application to volunteer is located on the PROJECT PEOPLE website.

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. Will your promotional plan require a large budget?
2. Are there any free methods to promote our volunteer needs?

Once the communications specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the communications specialist (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 #2 - VIRTUAL

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

**INSTRUCTIONAL AREA:**  
Promotion

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Coordinate activities in the promotional mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify strategies for attracting targeted audience to website	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Reinforce service orientation through communication?	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>						