



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Professional Development

PRINCIPLES OF MARKETING 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Describe techniques for obtaining work experience.
- Explain the need for ongoing education as a worker.
- Explain possible advancement patterns for jobs.
- Analyze employer expectations in the business environment.

EVENT SITUATION

You are to assume the role of a partner at a marketing firm. You are participating in a job shadowing day and a high school student (judge) has asked you to explain educational needs and advancement patterns for jobs in marketing.

The marketing firm employs a variety of volunteer positions, college internships, entry-level marketing assistant positions and many associate and junior partner positions. The high school student (judge) who is job shadowing you today wants to know what type of education and experience is needed to become a partner.

You will give the high school student (judge) an outline of skills, education, and experience needed for different types of jobs in the professional marketing industry.

You will explain professional development to the student (judge) in a role-play to take place in your office. The student (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented the information and have answered the student's (judge's) questions, the student (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 a high school student job shadowing a partner at a marketing firm (participant). You have asked the partner (participant) to explain educational needs and advancement patterns for jobs in marketing.

The marketing firm employs a variety of volunteer positions, college internships, entry-level marketing assistant positions and many associate and junior partner positions. You want to know what type of education and experience is needed to become a partner.

The partner (participant) will give you an outline of skills, education, and experience needed for different types of jobs in the professional marketing industry.

During the course of the role-play, you are to ask the following questions of each participant:

1. Why should longstanding employees continue pursuing professional development?
2. Why do some companies offer to pay for employee professional development?

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



**PRINCIPLES OF MARKETING
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Professional Development

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe techniques for obtaining work experience?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the need for ongoing education as a worker?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain possible advancement patterns for jobs?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Analyze employer expectations in the business environment?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						