



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Communications

**INSTRUCTIONAL AREA**

Product/Service Management

## **MARKETING COMMUNICATIONS EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

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- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

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- Develop strategies for creating a special event.
- Develop offline campaign to drive traffic to online platforms.
- Build corporate brands.
- Explain the role of customer service in positioning/image.
- Evaluate customer experience.

## CASE STUDY SITUATION

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You are the director of marketing and the marketing communications specialist for CAPITOL CITY MUSEUM OF MODERN ART. The museum is located in a large, populous city in the United States.

CAPITOL CITY MUSEUM OF MODERN ART was recently chosen as the location for the opening of a world-renown artist's latest exhibition because the artist was born and raised in Capitol City. The artwork of Whitten Macalester will be in residence for six weeks, with the unveiling at an invite-only opening event next month. The Whitten Macalester art exhibition will be featured at CAPITOL CITY MUSEUM OF MODERN ART for six weeks only and tickets have been sold-out since the announcement this winter.

After the six-week residence at CAPITOL CITY MUSEUM OF MODERN ART, the exhibition will tour internationally for two years, not returning to the United States until the tour concludes.

The board of directors at the museum know that the opening of Whitten Macalester's exhibition and the exhibition itself are huge events that not everybody can attend. Fans are still trying to procure tickets to the opening and exhibition even though they have been sold out for months.

## YOUR CHALLENGE

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The board of directors feels that the news of the Whitten Macalester exhibition has already brought much attention to the museum, but the opening itself can bring more attention to the museum and create lasting relationships. The board president wants to live stream the opening night party and unveiling of the Whitten Macalester exhibit on a social media platform. The board president hopes that the live stream will allow social users to feel they are part of the event and view the exhibition without a ticket.

The board president has asked you to determine:

- Which social media platform is best to live stream the opening event
- Methods to promote the live stream using offline campaigns
- Ways to make social users feel part of the live event
- How the live stream can promote the museum and gain social media followers
- How to successfully evaluate the live event to determine customer experience

## 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  
2021**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Product/Service Management

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

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

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Develop strategies for creating a special event?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop offline campaign to drive traffic to online platforms?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Build corporate brands?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the role of customer service in positioning/image?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Evaluate customer experience?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						