



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Customer Relations

MARKETING COMMUNICATIONS SERIES 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.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Differentiate between service marketing and product marketing.
- Generate marketing communications ideas.
- Reinforce service orientation through communication.
- Interpret business policies to customers/clients.
- Adapt communication to the cultural and social differences among clients.

EVENT SITUATION

You are to assume the role of the marketing manager for GABRIEL FOODS, a grocery store located in a city of 20,000 people. The store manager (judge) wants you to determine how to best remind customers that the store is back to its normal 24-hour operating hours.

GABRIEL FOODS is the only grocery store in the small city with a big-box retail chain located ten miles away. Since it first opened, the store has operated 24-hours a day, which customers appreciated for late-night or early-morning purchases. GABRIEL FOODS consistently reported 10% of sales between the hours of 10:00PM – 7:00AM.

When the pandemic hit, GABRIEL FOODS shortened its operating hours, open from 7:00AM – 11:00PM. This allowed employees to restock inventory and follow proper cleaning and sanitation protocols. In July 2021, the store changed its operating hours to 6:00AM – Midnight, and just last month, the store was pleased to announce its return to regular 24-hour operating hours.

GABRIEL FOODS had signs and banners printed that hung both inside and outside the store announcing its return to 24-hour service. The return of regular operating hours was also printed on store receipts. However, in the past month since its return to regular operating hours, sales between the hours of 10:00PM – 7:00AM are less than half than before the pandemic.

The manager (judge) feels that the return to regular operating hours needs to be communicated externally and not simply at the store location. The manager (judge) has asked you to generate ideas on how to effectively communicate GABRIEL FOODS' return to 24-hour operating hours, keeping in mind the store serves the entire community, from Gen Z to senior citizens.

You will present your ideas to the store manager (judge) in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the store manager's (judge's) questions, the store manager (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 the store manager for GABRIEL FOODS, a grocery store located in a city of 20,000 people. You want the marketing manager (participant) to determine how to best remind customers that the store is back to its normal 24-hour operating hours.

GABRIEL FOODS is the only grocery store in the small city with a big-box retail chain located ten miles away. Since it first opened, the store has operated 24-hours a day, which customers appreciated for late-night or early-morning purchases. GABRIEL FOODS consistently reported 10% of sales between the hours of 10:00PM – 7:00AM.

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You feel that the return to regular operating hours needs to be communicated externally and not simply at the store location. You have asked the marketing manager (participant) to generate ideas on how to effectively communicate GABRIEL FOODS' return to 24-hour operating hours, keeping in mind the store serves the entire community, from Gen Z to senior citizens.

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 is it important that we stay open 24-hours?
2. Is there a way to track your proposed marketing communications ideas?

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



**MARKETING COMMUNICATIONS SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Differentiate between service marketing and product marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Generate marketing communications ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Reinforce service orientation through communication?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Adapt communication to the cultural and social differences among clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						