



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

RETAIL MERCHANDISING 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

- Explain the role of promotion as a marketing function.
- Explain the components of advertisements.
- Explain the importance of coordinating elements in advertisements.
- Identify components of a retail image.
- Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of the promotional director for BULLSEYE, the second leading big box discount retail chain in the nation. The director of marketing (judge) wants you to create advertisements that will focus on BULLSEYE's low prices.

BULLSEYE has over 1,900 locations and boasts fresh and trendy styles, sophisticated merchandise, partnerships with leading designers and clean well-lighted stores. BULLSEYE also offers name brands and private label brands in health and beauty, food and beverage items, office supplies and seasonal merchandise.

BULLSEYE's biggest competitor is TALL-MART. TALL-MART is the leading big box discount retail chain and has over 10,000 stores. TALL-MART has the same departments within its stores as BULLSEYE and has its own private label brands.

In a survey about retail image and trends compiled by the Association of Retailers, it was revealed that many shoppers think that BULLSEYE has higher prices because some of the merchandise is more sophisticated than the competition and the stores are better maintained. This is extremely worrisome to BULLSEYE executives because not only does BULLSEYE have competitive prices, the company will also price match on certain brand name merchandise.

The director of marketing (judge) wants you to create advertisements that will remind the public that BULLSEYE has low competitive prices. The director (judge) wants you to choose one traditional form of advertising and one nontraditional form of advertising and explain your ideas for the components.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of marketing's (judge's) questions, the director of marketing (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 director of marketing for BULLSEYE, the second leading big box discount retail chain in the nation. You want the promotional director (participant) to create advertisements that will focus on BULLSEYE's low prices.

BULLSEYE has over 1,900 locations and boasts fresh and trendy styles, sophisticated merchandise, partnerships with leading designers and clean well-lighted stores. BULLSEYE also offers name brands and private label brands in health and beauty, food and beverage items, office supplies and seasonal merchandise.

BULLSEYE's biggest competitor is TALL-MART. TALL-MART is the leading big box discount retail chain and has over 10,000 stores. TALL-MART has the same departments within its stores as BULLSEYE and has its own private label brands.

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You want the promotional director (participant) to create advertisements that will remind the public that BULLSEYE has low competitive prices. You want the promotional director (participant) to choose one traditional form of advertising and one nontraditional form of advertising and explain ideas for the components.

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 attempt to change the public's view of our company?

2. How can we determine if the advertisements were effective?

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



**RETAIL MERCHANDISING SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
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 components of advertisements?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the importance of coordinating elements in advertisements?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer/client/business buying behavior?	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						