

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Marketing

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 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

1. Discuss the relationship between promotion and marketing.
2. Describe marketing functions and related activities.
3. Demonstrate connections between company actions and results.
4. Identify strategies for attracting a targeted audience to website.
5. Explain the use of social media for digital marketing.

EVENT SITUATION

You are to assume the role of marketing communications director for ASSOCIATION OF PROFESSIONALS IN HEALTHCARE (APH), an organization that supports professionals in different healthcare professions and promotes the industry. The executive director (judge) has asked you to create a digital marketing campaign that will bring teenagers to the APH website to consider careers in the healthcare profession.

From the year 2020 to the year 2040, there will be a 46% increase in number of people age 65+years old. Baby Boomers will all be reaching their 70s, 80s and older, which will result in an explosion of healthcare related jobs. Not only will there be a demand for physicians and registered nurses, but also for nursing assistants, physical therapists, occupational therapists, technicians, in-home caregiving and many other healthcare related professions.

While the current number of students in post-secondary institutions for healthcare related professions has maintained a steady number of graduates, the dramatic increase of elderly in the years 2020–2040 will result in a higher demand for healthcare professionals entering the workforce each year.

The APH wants to target teenagers in a digital marketing campaign, hoping to attract them to careers in the healthcare industry. Careers in the healthcare profession begin with post-secondary education. Most professions require a four-year degree, but several have certifications that can be earned at community colleges or technical colleges. The APH website lists all post-secondary institutions that provide degrees and/or certifications nearby when the user enters a zip code. The website also has information about different healthcare related jobs, education and certifications needed for each job listed and testimonials from current professionals.

The executive director of APH (judge) wants you to develop a digital marketing campaign that will result in more teenagers visiting the APH website to learn about careers and schools in healthcare in order to increase the number of students in the field. The executive director (judge) feels that social media is the best channel to reach teenagers, but wants you to determine which social media sites to utilize.

You will present your digital marketing campaign 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 your campaign 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'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of executive director for ASSOCIATION OF PROFESSIONALS IN HEALTHCARE (APH), an organization that supports professionals in different healthcare professions and promotes the industry. You have asked the marketing communications director (participant) to create a digital marketing campaign that will bring teenagers to the APH website to consider careers in the healthcare profession.

From the year 2020 to the year 2040, there will be a 46% increase in number of people age 65+ years old. Baby Boomers will all be reaching their 70s, 80s and older which will result in an explosion of healthcare related jobs. Not only will there be a demand for physicians and registered nurses, but also for nursing assistants, physical therapists, occupational therapists, technicians, in-home caregiving and many other healthcare related professions.

While the current number of students in post-secondary institutions for healthcare related professions has maintained a steady number of graduates, the dramatic increase of elderly in the years 2020–2040 will result in a higher demand for healthcare professionals entering the workforce each year.

The APH wants to target teenagers in a digital marketing campaign, hoping to attract them to careers in the healthcare industry. Careers in the healthcare profession begin with post-secondary education. Most professions require a four-year degree, but several have certifications that can be

earned at community colleges or technical colleges. The APH website lists all post-secondary institutions that provide degrees and/or certifications nearby when the user enters a zip code. The website also has information about different healthcare related jobs, education and certifications needed for each job listed and testimonials from current professionals.

You want the marketing communications director (participant) to develop a digital marketing campaign that will result in more teenagers visiting the APH website to learn about careers and schools in healthcare in order to increase the number of students in the field. You feel that social media is the best channel to reach teenagers, but want the marketing communications director (participant) to determine which social media sites to utilize.

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. Should we also target tweens (children between ten and twelve years of age)? Why or why not?
2. What other information could we have on our website that will entice teenagers to pursue a career in healthcare?

Once the marketing communications director (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the marketing communications director (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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,
2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Marketing

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

1.	Discuss the relationships between promotion and marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify strategies for attracting a targeted audience to website?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the use of social media for digital marketing?	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