



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Marketing

RETAIL MERCHANTISING 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. Identify components of a retail image.
2. Explain the concept of marketing strategies.
3. Explain factors that influence customer/client/business buying behavior.
4. Discuss actions employees can take to achieve the company's desired results.
5. Describe marketing functions and related activities.

EVENT SITUATION

You are to assume the role of director of marketing for GOLD STAR, a national drugstore chain with over 8,000 locations. The senior vice president (judge) has asked you to develop marketing strategies that will influence customer perception and help GOLD STAR become a top beauty destination.

GOLD STAR has more pharmacy customers in the nation than any other pharmacy chain. GOLD STAR also has more physical store locations than any other drug store; boasting over 8,000 locations. In the early years, GOLD STAR was simply a pharmacy that also offered over-the-counter health aids. As the years progressed, GOLD STAR began offering other merchandise and now each location includes a photo department, beauty department, general merchandise, food items and an assortment of seasonal merchandise.

GOLD STAR executives are quite pleased with the chain's ranking as the number one pharmacy in the nation and the customers' declaration of being the most trusted pharmacy in the nation. Executives are also pleased with same-store sales and the number of new locations opening each month. However, executives are not pleased with the unmet sales goals of the beauty departments within each GOLD STAR store.

Each GOLD STAR location has a beauty department that sells a wide variety of cosmetics, supplies and skincare products. The beauty department has its own staff of employees that are specifically trained on each product, product usage, application and maintenance. GOLD STAR beauty departments have their own check-out area so customers can begin and end their transactions with the same well-trained employee. This operation was put into place to mimic cosmetic counters at department stores.

While customers have fully embraced GOLD STAR as a well-loved pharmacy, they have not fully embraced GOLD STAR as a beauty destination. Customers that use mass retailed beauty products prefer to purchase them at discount retailers or big box retailers rather than at drugstores. Most discount retailers and big box retailers do not put the same care and attention on their beauty departments as GOLD STAR, so the findings are worrisome.

The senior vice president (judge) wants GOLD STAR to become one of the top beauty destinations. The senior vice president (judge) has asked you to develop marketing strategies that will influence customer perception of GOLD STAR and help it become a top beauty destination as well as a well-loved pharmacy.

You will present your strategies with the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (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 senior vice president's (judge's) questions, the senior vice president (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 senior vice president for GOLD STAR, a national drugstore chain with over 8,000 locations. You have asked the director of marketing (participant) to develop marketing strategies that will influence customer perception and help GOLD STAR become a top beauty destination.

GOLD STAR has more pharmacy customers in the nation than any other pharmacy chain. GOLD STAR also has more physical store locations than any other drug store; boasting over 8,000 locations. In the early years, GOLD STAR was simply a pharmacy that also offered over-the-counter health aids. As the years progressed, GOLD STAR began offering other merchandise and now each location includes a photo department, beauty department, general merchandise, food items and an assortment of seasonal merchandise.

GOLD STAR executives are quite pleased with the chain's ranking as the number one pharmacy in the nation and the customers' declaration of being the most trusted pharmacy in the nation. Executives are also pleased with same-store sales and the number of new locations opening each month. However, executives are not pleased with the unmet sales goals of the beauty departments within each GOLD STAR store.

Each GOLD STAR location has a beauty department that sells a wide variety of cosmetics, supplies and skincare products. The beauty department has its own staff of employees that are

specifically trained on each product, product usage, application and maintenance. GOLD STAR beauty departments have their own check-out area so customers can begin and end their transactions with the same well-trained employee. This operation was put into place to mimic cosmetic counters at department stores.

While customers have fully embraced GOLD STAR as a well-loved pharmacy, they have not fully embraced GOLD STAR as a beauty destination. Customers that use mass retailed beauty products prefer to purchase them at discount retailers or big box retailers rather than at drugstores. Most discount retailers and big box retailers do not put the same care and attention on their beauty departments as GOLD STAR, so the findings are worrisome.

You want GOLD STAR to become one of the top beauty destinations. You have asked the director of marketing (participant) to develop marketing strategies that will influence customer perception of GOLD STAR and help it become a top beauty destination as well as a well-loved pharmacy.

The participant will present ideas 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. What do you think is our biggest obstacle in becoming a top beauty destination?
2. What specific demographic do your strategies target?
3. How long should your strategies be put into place before we can evaluate and determine if they were successful?

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

**RETAIL MERCHANDISING SERIES, 2018****JUDGE'S EVALUATION FORM**
SAMPLE**INSTRUCTIONAL AREA**
Marketing

Participant: _____

I.D. Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe marketing functions and related activities?	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						