



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Communications

**INSTRUCTIONAL AREA**

Market Planning

## **MARKETING COMMUNICATIONS SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 role-play your situation with a 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 your notes and event materials when you have completed the role-play.

#### **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effective 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. Generate marketing communications ideas.
2. Explain the concept of marketing strategies.
3. Explain the nature of a marketing plan.
4. Explain the concept of market and market identification.
5. Identify communications channels used in sales promotion.

## EVENT SITUATION

You are to assume the role of a marketing consultant for ITCH SALONS, a brand new chain of hair salons that specialize in treating and removing lice. The owner of the chain (judge) has hired you to create a marketing communications campaign that will promote the new business to the appropriate target market and create a positive public perception of the company.

ITCH SALONS will be opening 200 salons across the country. Each salon will employ twenty licensed cosmetologists that have been extensively trained in the detection, treatment and removal of head lice. Customers with head lice are guaranteed to be lice-free after a one-hour treatment with an ITCH SALON professional. The salons will also sell a variety of lice prevention and treatment products and offer free consultations to customers that wish to be screened for head lice. The company's website offers information and resources regarding lice and tips for preventing an infestation.

While ITCH SALONS will provide a much needed service to its communities, the owner (judge) is finding that the public perception of lice is extremely negative. Even the mainstream lice removal and treatment products holding high value with its customers, have a negative public perception. Customers are embarrassed to buy lice treatment products. Retailers do not showcase these products, knowing customers prefer privacy when purchasing them. With public perception of head lice extraordinarily low, the owner (judge) is questioning the best way to promote ITCH SALONS.

The owner of ITCH SALONS (judge) has hired you to create a marketing communications campaign that will introduce the chain to its communities, promote the business to the appropriate target market and create a positive public perception of ITCH SALONS.

The marketing communications campaign must contain the following:

- Target market
- Communications channels to reach target market
- Marketing strategies to positively promote the business

You will present your marketing communications plan to the owner of the chain (judge) in a meeting to take place in the owner's (judge's) office. The owner of the chain (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your marketing communications plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting 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. 21<sup>st</sup> 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 owner of ITCH SALONS, a brand new chain of hair salons that specialize in treating and removing lice. You have hired a marketing consultant (participant) to create a marketing communications campaign that will promote the new business to the appropriate target market and create a positive public perception of the company.

ITCH SALONS will be opening 200 salons across the country. Each salon will employ twenty licensed cosmetologists that have been extensively trained in the detection, treatment and removal of head lice. Customers with head lice are guaranteed to be lice-free after a one-hour treatment with an ITCH SALON professional. The salons will also sell a variety of lice prevention and treatment products and offer free consultations to customers that wish to be screened for head lice. The company's website offers information and resources regarding lice and tips for preventing an infestation.

While ITCH SALONS will provide a much needed service to its communities, you are finding that the public perception of lice is extremely negative. Even the mainstream lice removal and treatment products holding high value with its customers, have a negative public perception. Customers are embarrassed to buy lice treatment products. Retailers do not showcase these products, knowing customers prefer privacy when purchasing them. With public perception of head lice extraordinarily low, you are questioning the best way to promote ITCH SALONS.

You have hired a marketing consultant (participant) to create a marketing communications campaign that will introduce the chain to its communities, promote the business to the appropriate target market and create a positive public perception of ITCH SALONS.

The marketing communications campaign must contain the following:

- Target market
- Communications channels to reach target market
- Marketing strategies to positively promote the business

The marketing consultant (participant) will present the marketing communications plan to you in a meeting to take place in your office. You will begin the meeting by greeting the marketing consultant (participant) and asking to hear the ideas.

After the marketing consultant (participant) has presented the marketing communications plan you are to ask the following questions of each participant:

1. Would you classify the salon services as a want or a need?
2. Do we have a secondary market?
3. Would having a negative public perception have an affect on our sales?

Once the marketing consultant (participant) has answered your questions, you will conclude the meeting by thanking the 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 <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  
MANAGEMENT SERIES**

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

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE SCENARIO 2016****INSTRUCTIONAL AREA**

Market Planning

Did the participant:

| Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-----------------|--------------------|--------------------|----------------------|--------------|
|-----------------|--------------------|--------------------|----------------------|--------------|

**PERFORMANCE INDICATORS**

|    |   |           |         |         |          |  |
|----|---|-----------|---------|---------|----------|--|
| 1. | Generate marketing communications ideas?                  | 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 the nature of marketing plans?                    | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| 4. | Explain the concept of market and market identification?  | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| 5. | Identify communications channels used in sales promotion? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |

**21<sup>st</sup> 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**