

**CAREER CLUSTER**

Entrepreneurship

INSTRUCTIONAL AREA

Promotion

ENTREPRENEURSHIP 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. Explain the role of promotion as a marketing function.
2. Identify types of public relations activities.
3. Identify communications channels used in public relations activities.
4. Explain the concept of market and market identification.
5. Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of a small business owner that owns and operates a brand-new business, ART SMART. You will meet with your business partner (judge) to discuss your ideas for a public relations activity that will introduce the new business to the community.

ART SMART provides art classes for children ages three years old and up. There are various classes to choose from, including painting, drawing, papier-mâché, sculpture and pottery. Each class is taught by an experienced artist and runs for one hour. ART SMART offers a monthly fee for unlimited classes or students can choose to pay per class.

The community ART SMART is located in has a population of 200,000 people. While there are several art class options for adults, ART SMART is the first to cater to children. The community is considered affluent and houses the headquarters office for a major bio-tech firm. There are two private colleges and a small public university. ART SMART is located in a strip mall near the community park.

ART SMART is set to open next month. The business website has been set up and social media accounts have been created. Flyers announcing the grand opening have been printed, but not yet distributed. You do not have a large budget for marketing but need to get the ART SMART name promoted to the community.

Your business partner (judge) has suggested that you plan a public relations activity that will promote ART SMART to the community. Your business partner (judge) wants you to determine the following:

- The intended target markets
- A public-relations activity that best fits the target market
- Communications channels to use to market the public-relations activity
- Media outlets and influencers to contact for possible coverage of activity

You will present your recommendations to your business partner (judge) in a role-play to take place in your partner's (judge's) office. The business partner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the business partner's (judge's) questions, the business partner (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 the business partner of a small business owner (participant) that owns and operates a brand-new business, ART SMART. The small business owner (participant) will meet with you to discuss ideas for a public relations activity that will introduce the new business to the community.

ART SMART provides art classes for children ages three years old and up. There are various classes to choose from, including painting, drawing, papier-mâché, sculpture and pottery. Each class is taught by an experienced artist and runs for one hour. ART SMART offers a monthly fee for unlimited classes or students can choose to pay per class.

The community ART SMART is located in has a population of 200,000 people. While there are several art class options for adults, ART SMART is the first to cater to children. The community is considered affluent and houses the headquarters office for a major bio-tech firm. There are two private colleges and a small public university. ART SMART is located in a strip mall near the community park.

ART SMART is set to open next month. The business website has been set up and social media accounts have been created. Flyers announcing the grand opening have been printed, but not yet distributed. There is not a large budget for marketing, but the ART SMART name needs to be promoted to the community.

You have suggested that the small business owner (participant) plans a public relations activity that will promote ART SMART to the community. You want the small business owner (participant) to determine the following:

- The intended target markets
- A public relations activity that best fits the target market
- Communications channels to use to market the public-relations activity
- Media outlets and influencers to contact for possible coverage of activity

The participant will present recommendations 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. Will your public relations activity interest children and their parents?
2. How can this activity help us gain more social media followers?
3. What are some local professional networks we should join?

Once the small business owner (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the small business owner (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.

**ENTREPRENEURSHIP SERIES, 2018**

Participant: _____

JUDGE'S EVALUATION FORM

I.D. Number: _____

INSTRUCTIONAL AREA

Promotion

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.	Identify types of public relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify communications channels used in public relations activities?	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.	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						