



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Product/Service Management

APPAREL AND ACCESSORIES MARKETING 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 nature and scope of channel management.
2. Explain the relationship between customer service and distribution.
3. Explain the concept of product mix.
4. Describe factors used by marketers to position products/services.
5. Identify components of a retail image.

EVENT SITUATION

You are to assume the role of director of marketing for SUNNY SMITH, a designer fashion brand known for high-quality beachwear. The senior vice president (judge) wants you to decide the best locations and product mix for several SUNNY SMITH pop-up stores.

The SUNNY SMITH brand was formed in the early 1950s by a woman named Sunny Smith. The upscale beachwear was considered sophisticated and preppy at that time and the company has not changed the quality or look of SUNNY SMITH products since. The company manufactures a wide variety of women's swim suits, men's swim trunks, cover-ups, hats, sandals and beach umbrellas. Swim suits range in price from \$99.99 to \$199.99.

There are only five SUNNY SMITH stores across the nation, all on the west coast in affluent beach towns. The vast majority of sales are made through the SUNNY SMITH website. The company has a social media presence on Instagram, Pinterest and Facebook.

The senior vice president of SUNNY SMITH (judge) feels that sales would be higher if more people had access to truly see and feel the brand's high-quality beachwear. Oftentimes, people are reluctant to purchase expensive items online because they cannot see the true quality of an item. Pop up stores are most effective when they provide a solution for the customer.

The senior vice president (judge) feels that if SUNNY SMITH opened pop-up stores in several locations other than the west coast, it would give people the chance to truly experience the products. The correct pop-up locations would provide a solution for the reluctant customers. The senior vice president (judge) wants you to decide how many pop-up stores to open, where each should be located, how long each pop-up should be open and the product mix that would attract the most customers.

You will present your ideas to 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 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 SUNNY SMITH, a designer fashion brand known for high-quality beachwear. You want the director of marketing (participant) to decide the best locations and product mix for several SUNNY SMITH pop-up stores.

The SUNNY SMITH brand was formed in the early 1950s by a woman named Sunny Smith. The upscale beachwear was considered sophisticated and preppy at that time and the company has not changed the quality or look of SUNNY SMITH products since. The company manufactures a wide variety of women's swim suits, men's swim trunks, cover-ups, hats, sandals and beach umbrellas. Swim suits range in price from \$99.99 to \$199.99.

There are only five SUNNY SMITH stores across the nation, all on the west coast in affluent beach towns. The vast majority of sales are made through the SUNNY SMITH website. The company has a social media presence on Instagram, Pinterest and Facebook.

You feel that sales would be higher if more people had access to truly see and feel the brand's high-quality beachwear. Oftentimes, people are reluctant to purchase expensive items online because they cannot see the true quality of an item.

You feel that if SUNNY SMITH opened pop-up stores in several locations other than the west coast, it would give people the chance to truly experience the products. The correct pop-up locations would provide a solution for the reluctant customers. You want the director of

marketing (participant) to decide how many pop-up stores to open, where each should be located, how long each pop-up should be open and the product mix that would attract the most customers.

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. Do you think pop-up stores are as an effective form of marketing as they have been in the past?
2. What are your thoughts on including our entire product mix in our pop-up stores?
3. To appropriately position our image and brand in a pop-up store, what would be our best promotional method?

Once the director of marketing (participant) has presented ideas 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.

**APPAREL AND ACCESSORIES MARKETING
SERIES, 2019**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

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

1.	Explain the nature and scope of channel management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the relationship between customer service and distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify components of a retail image?	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