

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Product/Service Management

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. Explain the nature of communications plans.
2. Develop communications plan.
3. Explain the concept of “product” in marketing communications.
4. Generate marketing communications ideas.
5. Describe factors used by businesses to position corporate brands.

EVENT SITUATION

You are to assume the role of director of marketing communications for TOY FACTORY, a retailer that sells toys, games and other items related to children and babies. The vice president of branding (judge) has asked you to develop a communications plan that will remind customers that TOY FACTORY stores are open; a full inventory of merchandise is available and prices are competitive.

TOY FACTORY was founded in 1948 as a simple toy store. Since that time, the company has expanded to over 1,000 physical store locations and offers a broad assortment of child-related merchandise. Along with toys, the large stores also contain outdoor equipment, party supplies, small furniture, baby supplies, art supplies and educational products. TOY FACTORY is the largest and most recognized name in its industry.

In early autumn, TOY FACTORY filed for bankruptcy protection. In the last several years, TOY FACTORY made bold moves to stay relevant and competitive; the company reduced prices, signed exclusive licensing deals with toymakers and purchased two other toy companies. These moves resulted in extremely high debt. The \$3 billion in bankruptcy financing will be used to alleviate the heavy debt burden, revamp stores and restructure corporate management.

The news of TOY FACTORY'S bankruptcy protection caused a stir among consumers. Most consumers link bankruptcy filling with store closings and/or the elimination of the company in its entirety. Both are not true for TOY FACTORY. The company does not plan on closing any physical store locations and will maintain business as usual.

The vice president of branding (judge) is concerned that with the September announcement of bankruptcy protection, TOY FACTORY'S holiday season will be poor at best. Customers on social media have communicated that they feel TOY FACTORY prices will be higher, inventory will be low and returns will be discouraged due to the company's financial instability.

The vice president of branding (judge) wants you to develop a communications plan for the upcoming holiday season that will remind customers that stores are open, prices are competitive and stores have full inventory. The vice president (judge) wants your communications plan to reassure customers and protect brand viability.

You will present your communications plan to the vice president of branding (judge) in a role-play to take place in the vice president of branding's (judge's) office. The vice president of branding (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 vice president of branding's (judge's) questions, the vice president of branding (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 vice president of branding for TOY FACTORY, a retailer that sells toys, games and other items related to children and babies. You have asked the director of marketing communications (participant) to develop a communications plan that will remind customers that TOY FACTORY stores are open; a full inventory of merchandise is available and prices are competitive.

TOY FACTORY was founded in 1948 as a simple toy store. Since that time, the company has expanded to over 1,000 physical store locations and offers a broad assortment of child-related merchandise. Along with toys, the large stores also contain outdoor equipment, party supplies, small furniture, baby supplies, art supplies and educational products. TOY FACTORY is the largest and most recognized name in its industry.

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its entirety. Both are not true for TOY FACTORY. The company does not plan on closing any physical store locations and will maintain business as usual.

You are concerned that with the September announcement of bankruptcy protection, TOY FACTORY'S holiday season will be poor at best. Customers on social media have communicated that they feel TOY FACTORY prices will be higher, inventory will be low and returns will be discouraged due to the company's financial instability.

You want the director of marketing communications (participant) to develop a communications plan for the upcoming holiday season that will remind customers that stores are open, prices are competitive and stores have full inventory. You want the communications plan to reassure customers and protect brand viability.

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. What types of marketing communications do you recommend to promote the stores?
2. Who is the primary target market of your communications plan?
3. With the bankruptcy announcement in September, do you think your communications plan can be implemented and effective by the start of the holiday shopping season?

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

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 of communications plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Develop communications plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of "product" in marketing communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Generate marketing communications ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe factors used by businesses to position corporate brands?	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