

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Customer Relations

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. Generate marketing communications ideas.
2. Discuss the use of podcasts/webcasts.
3. Demonstrate a customer-service mindset.
4. Adapt communication to the cultural and social differences among clients.
5. Build and maintain relationships with customers.

EVENT SITUATION

You are to assume the role of marketing communications director for THE SON SHINE COMPANY, the parent company of two retail clothing chains: SONNY and SHINE. The senior vice president (judge) has asked you to create ideas for the development of webcasts in an attempt to boost same store sales during the back-to-school season.

THE SON SHINE COMPANY has been operating two retail chains for the past twelve years. The chain SONNY specializes in clothing for tween boys and SHINE specializes in clothing and accessories for tween girls. There are over 1,000 locations for each, all within shopping malls, strip malls or outdoor lifestyle centers. The stores are considered mid-range, more expensive than discount retailers but less expensive than department stores.

SONNY and SHINE are both popular brands among tweens. The company offers both a loyalty program and a credit card that can be used for both brands. The clothing reflects current fads and trends, making it easy for parents to purchase clothing their children will approve.

Throughout the entire industry, apparel sales have declined. Just last quarter THE SON SHINE COMPANY saw a 6% decline in same store sales. The poor performance leaves executives to believe the upcoming back-to-school season will not be as promising in sales as in years past.

In an attempt to boost back-to-school sales, THE SON SHINE COMPANY wants to market directly to its tween customers. The majority of tween girls and tween boys prefer viewing content on devices rather than on television, so instead of traditional television advertisements, the senior vice president (judge) wants THE SON SHINE COMPANY to market to its tween customers through webcasts.

The senior vice president (judge) wants you to develop ideas for different webcasts THE SON SHINE COMPANY can produce leading up to the back-to-school shopping season. The senior vice president (judge) wants you to decide the following:

- Number and frequency of webcasts
- Length of webcasts
- Ideas for specific webcast content
- Ideas to ensure webcasts appeal to all types of customers
- Methods to encourage viewers to shop at SONNY and/or SHINE

You will present your recommendations to the senior vice president (judge) in a role-play to take place in the 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 THE SON SHINE COMPANY, the parent company of two retail clothing chains: SONNY and SHINE. You have asked the marketing communications director (participant) to create ideas for the development of webcasts in an attempt to boost same store sales during the back-to-school season.

THE SON SHINE COMPANY has been operating two retail chains for the past twelve years. The chain SONNY specializes in clothing for tween boys and SHINE specializes in clothing and accessories for tween girls. There are over 1,000 locations for each, all within shopping malls, strip malls or outdoor lifestyle centers. The stores are considered mid-range, more expensive than discount retailers but less expensive than department stores.

SONNY and SHINE are both popular brands among tweens. The company offers both a loyalty program and a credit card that can be used for both brands. The clothing reflects current fads and trends, making it easy for parents to purchase clothing their children will approve.

Throughout the entire industry, apparel sales have declined. Just last quarter THE SON SHINE COMPANY saw a 6% decline in same store sales. The poor performance leaves executives to believe the upcoming back-to-school season will not be as promising in sales as in years past.

In an attempt to boost back-to-school sales, THE SON SHINE COMPANY wants to market directly to its tween customers. The majority of tween girls and tween boys prefer viewing content on devices rather than on television, so instead of traditional television advertisements, you want THE SON SHINE COMPANY to market to its tween customers through webcasts.

You want the marketing communications director (participant) to develop ideas for different webcasts THE SON SHINE COMPANY can produce leading up to the back-to-school shopping season. You want the marketing communications director (participant) to decide the following:

- Number and frequency of webcasts
- Length of webcasts
- Ideas for specific webcast content
- Ideas to ensure webcasts appeal to all types of customers
- Methods to encourage viewers to shop at SONNY and/or SHINE

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. Should THE SON SHINE COMPANY advertise the webcasts to tween customers' parents? If so, should the content of the webcasts differ for the two audiences?
2. Do you think webcasts encouraging tweens to shop at our stores is ethical? Why or why not?
3. Are webcasts the best method of communication to reach the tween target audience?

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

Customer Relations

Did the participant:

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

1.	Generate marketing-communications ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss the use of podcasts/webcasts?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Adapt communication to the cultural and social differences among clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build and maintain relationships with clients?	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