



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Promotion

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 demonstrate the 21st Century Skills and 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

- Explain the concept of market and market identification.
- Implement digital marketing campaign.
- Implement strategies to grow social-media following.
- Leverage social networks for customer engagement.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of the director of marketing communications for FOLKLORE, a retailer specializing in women's clothing and accessories. The senior vice president (judge) wants you to develop a marketing campaign to raise awareness of a new addition to its portfolio, ARTIFACT.

FOLKLORE sells high quality and higher priced women's apparel and accessories at its 215 physical store locations and online. The retailer primarily targets professional women aged 32-45 years old that want to be stylish and on trend, but not purchase fast fashion. FOLKLORE partners with various designers worldwide and has eclectic merchandise.

FOLKLORE's most popular social media network is Pinterest with 1.9 million followers and over 10 million monthly views. FOLKLORE uses Pinterest as a visual store front for followers and visitors to browse merchandise and collections.

FOLKLORE will soon be launching ARTIFACT, a new retailer that will sell home goods. ARTIFACT, like FOLKLORE, has partnered with various designers and artists from across the globe for stylish décor, small furniture, bedding, and gifts. ARTIFACT will launch this fall with 20 physical store locations and its own website.

The senior vice president (judge) is hopeful that ARTIFACT will bring in an entirely new customer base: men. The senior vice president (judge) wants you to develop a marketing campaign to inform men of the new retailer and its products.

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 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 INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge 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 senior vice president for FOLKLORE, a retailer specializing in women's clothing and accessories. You want the director of marketing communications (participant) to develop a marketing campaign to raise awareness of a new addition to its portfolio, ARTIFACT.

FOLKLORE sells high quality and higher priced women's apparel and accessories at its 215 physical store locations and online. The retailer primarily targets professional women aged 32-45 years old that want to be stylish and on trend, but not purchase fast fashion. FOLKLORE partners with various designers worldwide and has eclectic merchandise.

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You are hopeful that ARTIFACT will bring in an entirely new customer base: men. You want the director of marketing communications (participant) to develop a marketing campaign to inform men of the new retailer and its products.

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. How can we market ARTIFACT in our FOLKLORE stores?
2. How can we market ARTIFACT to women that do not shop at FOLKLORE or are unfamiliar with the brand?

Once the director of marketing communications (participant) has presented information 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.

EVALUATION INSTRUCTIONS

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 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 director 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. |



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JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the concept of market and market identification? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Implement digital marketing campaign? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Implement strategies to grow social-media following? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Leverage social networks for customer engagement? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Explain the concept of marketing strategies? | 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 | | | | | | |