



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Promotion

**APPAREL AND ACCESSORIES MARKETING EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.
- Explain types of advertising media.
- Explain the concept of market and market identification.
- Explain the importance of merchandising to retailers.

## **EVENT SITUATION**

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You are to assume the role of the marketing manager for GOLD MINE, a chain of consignment stores that sell gently used, name brand clothing for teenagers and young adults. The owner of the chain (judge) wants you to develop a plan to promote the stores' new venture into formalwear and its need for merchandise.

GOLD MINE sells gently worn merchandise that the consignment retailer purchases from customers. Customers bring in their previously worn apparel and staff determines the quality, the brand relevance and if the style is on trend. GOLD MINE then offers the customers a price to purchase the apparel or a credit the customer can use at the store.

The owner (judge) is excited to announce that in fall 2024, GOLD MINE will begin offering previously owned formal dresses. GOLD MINE has not accepted formal dresses for consignment in the past but the owner (judge) noticed that more and more formal wear is being sold on second-hand and resale websites. To have plenty of formal dresses to begin selling for the 2024 homecoming season, GOLD MINE needs customers to bring in their previously worn formal dresses for consignment.

The owner (judge) wants you to develop a plan to promote GOLD MINE's new venture into formal dresses and its need for dresses. You must decide which elements of the promotional mix are most beneficial, the best form of advertising to reach the target market and how to use the plan in marketing.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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

1. Participant Instructions, 21<sup>st</sup> 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**

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You are to assume the role of the owner of GOLD MINE, a chain of consignment stores that sell gently used, name brand clothing for teenagers and young adults. You want the marketing manager (participant) to develop a plan to promote the stores' new venture into formalwear and its need for merchandise.

GOLD MINE sells gently worn merchandise that the consignment retailer purchases from customers. Customers bring in their previously worn apparel and staff determines the quality, the brand relevance and if the style is on trend. GOLD MINE then offers the customers a price to purchase the apparel or a credit the customer can use at the store.

You are excited to announce that in fall 2024, GOLD MINE will begin offering previously owned formal dresses. GOLD MINE has not accepted formal dresses for consignment in the past but you noticed that more and more formal wear is being sold on second-hand and resale websites. To have plenty of formal dresses to begin selling for the 2024 homecoming season, GOLD MINE needs customers to bring in their previously worn formal dresses for consignment.

You want the marketing manager (participant) to develop a plan to promote GOLD MINE'S new venture into formal dresses and its need for dresses. The marketing manager (participant) must decide which elements of the promotional mix are most beneficial, the best form of advertising to reach the target market and how to use the plan in marketing.

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. Why is it important that parents of teenagers are aware of our new venture?
2. Should we keep formal dresses on the retail floor all year or only during special occasions?

Once the marketing manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## APPAREL AND ACCESSORIES MARKETING SERIES 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
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 the elements of the promotional mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain types of advertising media?	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 the importance of merchandising to retailers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						