



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

- Implement digital marketing campaign.
- Explain the use of social media for digital marketing.
- Explain the role of promotion as a marketing function.
- Describe the nature of target marketing in marketing communications.
- Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of the marketing communications manager for JAMBOREE FOODS, a family-owned snack food manufacturer. The director of marketing (judge) wants you to implement a digital marketing campaign to remind customers of a favorite lunchbox product during the summer.

JAMBOREE FOODS' best-selling product is *Snazzy Snack Cakes*. *Snazzy Snack Cakes* are cookie and cake-based dessert snacks, available in dozens of varieties. The products are available in grocery stores, discount stores and convenience stores, both in boxes with quantities of 8-12 individually wrapped snack cakes or sold individually.

Snazzy Snack Cakes are the most common lunch box item among school aged children. Children love the sweet treats and picking their favorite variety and parents love the low-cost and that they are individually wrapped, perfect for placing in a lunch box.

Sales of *Snazzy Snack Cakes* plummet each summer. As most schools are not in session during the summer, parents purchase the products much less often, if at all. The director of marketing (judge) wants you to develop a digital marketing campaign that *Snazzy Snack Cakes* can use this summer that will remind customers of the product and result in increased sales and brand exposure.

The director of marketing (judge) wants you to choose the best target market: school-aged children or parents of school-aged children. The digital marketing campaign must be appropriate for the target market chosen.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (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 director of marketing's (judge's) questions, the director of marketing (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 director of marketing for JAMBOREE FOODS, a family-owned snack food manufacturer. You want the marketing communications manager (participant) to implement a digital marketing campaign to remind customers of a favorite lunchbox product during the summer.

JAMBOREE FOODS' best-selling product is *Snazzy Snack Cakes*. *Snazzy Snack Cakes* are cookie and cake-based dessert snacks, available in dozens of varieties. The products are available in grocery stores, discount stores and convenience stores, both in boxes with quantities of 8-12 individually wrapped snack cakes or sold individually.

Snazzy Snack Cakes are the most common lunch box item among school aged children. Children love the sweet treats and picking their favorite variety and parents love the low-cost and that they are individually wrapped, perfect for placing in a lunch box.

Sales of *Snazzy Snack Cakes* plummet each summer. As most schools are not in session during the summer, parents purchase the products much less often, if at all. You want the marketing communications manager (participant) to develop a digital marketing campaign that *Snazzy Snack Cakes* can use this summer that will remind customers of the product and result in increased sales and brand exposure.

You want the marketing communications manager (participant) to choose the best target market: school-aged children or parents of school-aged children. The digital marketing campaign must be appropriate for the target market chosen.

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 social media platforms do you think would be the least effective for your target market?
2. Is there a way your campaign can be slightly adjusted to target both parents and kids?

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



MARKETING COMMUNICATIONS 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 |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Implement digital marketing campaign? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Explain the use of social media for digital marketing? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain the role of promotion as a marketing function? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Describe the nature of target marketing in marketing communications? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Discuss motivational theories impacting buying behavior? | 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 | | | | | | |