



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Emotional Intelligence

PRINCIPLES OF MARKETING 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of effective communications.
- Foster open, honest communication.
- Solicit feedback.
- Use social media to solicit new ideas and solutions.

EVENT SITUATION

You are to assume the role of an employee at FUN FINDS, a chain of specialty discount stores with inexpensive, fun products targeting tweens and teens. A co-worker (judge) wants to know how the company can use social media and customer feedback to gain more knowledge about customers.

FUN FINDS has over 1,000 stores that contain a wide variety of merchandise that is priced below \$20.00. The company has a presence on most social media platforms and has a large loyalty program that allows customers to opt into text and/or email messaging.

At the last staff meeting, the store manager said that FUN FINDS executives will soon begin soliciting feedback from customers and using social media to find out more about customers and their feelings on FUN FINDS products.

Your co-worker (judge) wants you to explain how FUN FINDS can solicit feedback from its customers and use social listening to gain knowledge on the customer base and their feelings on FUN FINDS products.

You will present the information to the co-worker (judge) in a role-play to take place at the store. The co-worker (judge) will begin the role-play by asking you about your ideas. After you have presented the information to the co-worker (judge) and have answered the co-worker's (judge's) questions, the co-worker (judge) will conclude the role-play by thanking you for the information.

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 an employee at FUN FINDS, a chain of specialty discount stores with inexpensive, fun products targeting tweens and teens. You have asked a co-worker (participant) to explain how the company can use social media and customer feedback to gain more knowledge about customers.

FUN FINDS has over 1,000 stores that contain a wide variety of merchandise that is priced below \$20.00. The company has a presence on most social media platforms and has a large loyalty program that allows customers to opt into text and/or email messaging.

At the last staff meeting, the store manager said that FUN FINDS executives will soon begin soliciting feedback from customers and using social media to find out more about customers and their feelings on FUN FINDS products.

You want the co-worker (participant) to explain how FUN FINDS can solicit feedback from its customers and use social listening to gain knowledge on the customer base and their feelings on FUN FINDS products.

The participant will present the information to you in a role-play to take place at the store. You will begin the role-play by asking about customer feedback.

During the course of the role-play you are to ask the following questions of each participant:

1. Is it ethical to use online conversations for company benefit?
2. How can the company encourage customers to solicit feedback?

After the co-worker (participant) has provided the information and has answered your questions, you will conclude the role-play by thanking the co-worker (participant).

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.



PRINCIPLES OF MARKETING 2024

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Emotional Intelligence

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of effective communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Foster open, honest communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Solicit feedback?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Use social media to solicit new ideas and solutions?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						