



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Information Management

PRINCIPLES OF MARKETING EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Interview Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Assess information needs.
2. Demonstrate basic database applications.
3. Obtain needed information efficiently.
4. Store information for future use.

INTERVIEW SITUATION

You are to assume the role of candidate for an internship at the national headquarters of PROJECT SMILE, a non-profit business dedicated to providing cleft lip and palate repair to children whose families are unable to afford the corrective surgery. You have submitted your résumé to intern in the marketing department which is responsible for soliciting and acknowledging monetary donations from the general public. The marketing manager (judge) has invited you in for a face-to-face interview. This interview will be used to measure your knowledge and understanding of an aspect of the business. The marketing manager wants to make sure you understand the role that the donor database plays in the business's ability to raise the necessary funds.

In the first part of your interview you will assess the information needs of the business as it relates to soliciting and acknowledging donations. In addition, you must explain how database management can facilitate the information needs of the business and how this produces accurate business records and provides for proper customer receipts. Your presentation should also address the additional performance indicators listed on the first page of this event. Following your explanation, the marketing manager will ask you to respond to additional questions.

The interview will take place in the marketing manager's (judge's) office. The marketing manager (judge) will begin the interview by greeting you and asking to hear your ideas on how proper operation of the donor database can help to raise the funds needed by the business. After you have provided your explanation and have answered the marketing manager's (judge's) questions, the marketing manager (judge) will conclude the interview by thanking you for your presentation.

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. Performance Indicators
3. Interview Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of marketing manager of PROJECT SMILE, a non-profit business dedicated to providing cleft lip and palate repair to children whose families are unable to afford the corrective surgery. The candidate (participant) has submitted his/her résumé and has been invited in for a face-to-face interview with you so you can determine if the candidate (participant) is qualified for an internship with your organization. This interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of the business. You want to make sure the candidate (participant) understands the role that the donor database plays in the business's ability to raise the necessary funds.

For the first part of the presentation, the candidate (participant) has been asked to assess the information needs of the business as it relates to successfully soliciting and acknowledging donations. In addition, the candidate (participant) must explain how database management can facilitate the information needs of the business and how this produces accurate business records and provides for proper customer receipts. Following the candidate's (participant's) explanation, you will ask him/her to respond to additional questions.

The interview will take place in your office. You will begin the interview by greeting the internship candidate (participant) and asking to hear his/her ideas on how proper operation of the donor database can help to raise the funds needed by the business. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. What benefit do our corporate donors receive from giving us monetary contributions?

2. What are some of the factors which may motivate a person to make a cash contribution to PROJECT SMILE?

Once the candidate (participant) has answered your questions, you will conclude the interview by thanking the candidate (participant) for the work.

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

Answers will vary but the student could mention that proper management of the donor database can help to increase future donations by:

- *Eliminating multiple mailings and electronic solicitations*
- *Controlling the frequency of mailings and electronic solicitations*
- *Providing the business with an up-to-date list of contributors and money collected Being able to provide the donor with a receipt which may also be used for tax purposes*
- *Providing donors with a "thank-you" to help build goodwill making future solicitations more successful*



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Economics

PRINCIPLES OF MARKETING EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

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2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
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4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Distinguish between economic goods and services.
2. Determine economic utilities created by business activities.
3. Explain the role of business in society.
4. Explain the concept of economic resources.

INTERVIEW SITUATION

You are to assume the role of candidate for an internship with TIME OUT FOODS, the management company for the food court located in your nearby shopping mall. You have submitted your résumé and have been invited for a personal interview with the human resources director (judge). This interview will be used to measure your knowledge and understanding of an aspect of the business. The human resources director (judge) wants to make sure you understand basic economic concepts that affect business activity for a food court before considering you for employment as a sales associate.

In the first part of your interview you will explain how business strategies for TIME OUT FOODS are affected by basic economic concepts. Your presentation must also include the additional performance indicators listed on the first page of this event. Following your explanation, the human resources director (judge) will ask you to respond to additional questions.

The interview will take place in the human resource director's (judge's) office. The human resources director (judge) will begin the interview by greeting you and asking to hear your strategy for making business decisions based upon basic economic concepts. After you have provided your explanation and have answered the human resources director's (judge's) questions, the human resources director (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE SITUATION CHARACTERIZATION

You are to assume the role of human resources director for TIME OUT FOODS, the management company for the food court located in the nearby shopping mall. You are interviewing a candidate (participant) for an internship position. The candidate (participant) has submitted a résumé and completed one interview. This second and final interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of business.

For the first part of the interview, the candidate (participant) must explain how business strategies for TIME OUT FOODS are affected by basic economic concepts. The candidate (participant) should also address the additional performance indicators listed on the first page of the event.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her explanation of economic concepts. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. How can unemployment rates affect businesses?
2. What role does competition play in the marketplace?

Once the candidate (participant) has answered your questions, you will conclude the interview by

thanking the candidate (participant) for the work.

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

Answers will vary but should demonstrate a basic understanding of the concepts.



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Emotional Intelligence

PRINCIPLES OF MARKETING EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

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2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
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PERFORMANCE INDICATORS

1. Recognize personal biases and stereotypes.
2. Adjust to change.
3. Exhibit cultural sensitivity.
4. Show empathy for others.

INTERVIEW SITUATION

You are to assume the role of candidate for the position of sales associate at HEARTLAND PRIDE, an international distributor of agricultural food items throughout the world. HEARTLAND PRIDE specializes in providing the world with high quality food items from the heartland of America. The global economy has extended the HEARTLAND PRIDE brand into many cultures throughout the world. Sales associates must be sensitive to the customs, languages, and beliefs of the cultures representing the customer base. You have submitted your résumé and have been invited for a personal interview with the human resources director (judge). This interview will be used to measure your knowledge and understanding of an aspect of the business. The human resources director (judge) wants to make sure you understand and appreciate the importance of cultural sensitivity and empathy when conducting international business before considering you for employment as a sales associate.

In the first part of your interview you will explain the need for cultural sensitivity in the global marketplace and the importance of breaking down personal biases and stereotypes. Your presentation must also include additional performance indicators listed on the first page of this event. Following your explanation, the human resources director (judge) will ask you to respond to additional questions.

The interview will take place in the human resource director's (judge's) office. The human resource director (judge) will begin the interview by greeting you and asking to hear your explanation of the importance of cultural sensitivity. After you have provided your explanation and have answered the human resources director's (judge's) questions, the human resources director (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

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JUDGE SITUATION CHARACTERIZATION

You are to assume the role of human resources director for HEARTLAND PRIDE, an international distributor of agricultural food items throughout the world. HEARTLAND PRIDE specializes in providing the world with high quality food items from the heartland of America. The global economy has extended the HEARTLAND PRIDE brand into many cultures throughout the world. Sales associates must be sensitive to the customs, languages, and beliefs of the cultures representing the customer base. You are interviewing a candidate (participant) for a sales associate position. The candidate (participant) has submitted a résumé and completed one interview. This second and final interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of business. You want to make sure the candidate (participant) understands and appreciates the importance of cultural sensitivity and empathy when conducting international business before offering a position as a sales associate.

The candidate (participant) must demonstrate an understanding of cultural sensitivity and empathy when conducting international business. The candidate (participant) must explain the impact of personal biases and stereotypes in a global marketing setting.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her explanation of the importance of cultural sensitivity. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. Describe a strategy to break down unfair stereotypes of other cultures?
2. How can HEARTLAND PRIDE employees gain a better understanding of the different cultures we sell our products to?
3. What is the value of cultural sensitivity training for our company?

Once the candidate (participant) has answered your questions, you will conclude the interview by thanking the candidate (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.
Answers will vary but should demonstrate a basic understanding of the concepts.