

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion/Economics

RETAIL MERCHANDISING SERIES EVENT**PARTICIPANT INSTRUCTIONS****PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event 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. Describe the nature of taxes.
2. Explain the role of business in society.
3. Prepare store/department for special event.
4. Coordinate activities in the promotional mix.
5. Explain the types of advertising media.



EVENT SITUATION

You are to assume the role of marketing manager for SPARKS DEPARTMENT STORE. The store manager for SPARKS DEPARTMENT STORE (judge) has asked you to describe in detail special sales and promotions events for the store during an upcoming tax-free weekend.

SPARKS DEPARTMENT STORE sells the latest fashions for teenagers, athletic wear, shoes, computers and school supplies. Every year stores conduct back-to-school sales during the months of July and August. Some states have declared a tax-free weekend to encourage families to spend money at shopping malls on back-to-school clothes and supplies. Many stores have additional sales during the tax-free weekend to attract the maximum number of customers.

Last year SPARKS DEPARTMENT STORE hired additional temporary employees to work during the tax-free weekend in anticipation of greatly increased customer traffic, but sales were disappointing.

The store manager (judge) has suggested having a popular athlete or celebrity in the store to sign autographs and increase business. The store manager (judge) believes that the store will improve sales during the tax-free weekend and build a stronger customer base in the community by being actively involved and visible in the community and its schools.

The store manager (judge) has asked you for a plan to increase sales during the tax-free weekend and gain a stronger customer base by presenting an image of being an active community player. Your plan should include special sales and appearances by celebrities in the store during the tax-free weekend.

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

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. Event Situation
4. Judge Role-play 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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of store manager of SPARKS DEPARTMENT STORE. You have asked the marketing manager (participant) to describe in detail special sales and promotional events for the store during an upcoming tax-free weekend.

SPARKS DEPARTMENT STORE sells the latest fashions for teenagers, athletic wear, shoes, computers and school supplies. Every year stores conduct back-to-school sales during the months of July and August. Some states have declared a tax-free weekend to encourage families to spend money at shopping malls on back-to-school clothes and supplies. Many stores have additional sales during the tax-free weekend to attract the maximum number of customers.

Last year SPARKS DEPARTMENT STORE hired additional temporary employees to work during the tax-free weekend in anticipation of greatly increased customer traffic, but sales were disappointing.

You have suggested having a popular athlete or celebrity in the store to sign autographs and increase business. You believe that the store will improve sales during the tax-free weekend and build a stronger customer base in the community by being actively involved and visible in the community and its schools.

You have asked the marketing manager (participant) for a plan to increase sales during the tax-free weekend and gain a stronger customer base by presenting an image of being an active

community player. The plan should include special sales and appearances by celebrities in the store during the tax-free weekend.

The marketing manager (participant) will present his/her marketing strategy to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing manager (participant) and asking to hear the plan.

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

1. What merchandise should our store have marked down by 50% for the tax-free weekend?
2. Why should our store have a special event that will attract teenagers?
3. What type of bulk mailing is our store prepared to send to residents in the community?

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

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.

JUDGE'S EVALUATION FORM
RMS SAMPLE

DID THE PARTICIPANT:

1. Describe the nature of taxes?

Little/No Value

0, 2

Attempts at describing the nature of taxes were inadequate or weak.

Below Expectations

4, 6, 8

Adequately described the nature of taxes.

Meets Expectations

10, 12, 14

Effectively described the nature of taxes.

Exceeds Expectations

16, 18

Very effectively described the nature of taxes.

2. Explain the role of business in society?

Little/No Value

0, 2

Attempts at explaining the role of business in society were inadequate or weak.

Below Expectations

4, 6, 8

Adequately explained the role of business in society.

Meets Expectations

10, 12, 14

Effectively explained the role of business in society.

Exceeds Expectations

16, 18

Very effectively explained the role of business in society.

3. Prepare store/department for special event?

Little/No Value

0, 2

Attempts at preparing store/department for a special event were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately prepared store/department for a special event.

Meets Expectations

10, 12, 14

Effectively prepared store/department for a special event.

Exceeds Expectations

16, 18

Very effectively prepared store/department for a special event.

4. Coordinate activities in the promotional mix?

Little/No Value

0, 2

Attempts at coordinating activities in the promotional mix were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately coordinated activities in the promotional mix.

Meets Expectations

10, 12, 14

Effectively coordinated activities in the promotional mix.

Exceeds Expectations

16, 18

Very effectively coordinated activities in the promotional mix.

5. Explain the types of advertising media?

Little/No Value

0, 2

Attempts at explaining the types of advertising media were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately explained the types of advertising media.

Meets Expectations

10, 12, 14

Effectively explained the types of advertising media.

Exceeds Expectations

16, 18

Very effectively explained the types of advertising media.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____