



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

RETAIL MERCHANDISING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

- 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 role-play your situation with a judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all your notes and event materials when you have completed the role-play.

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

1. Distinguish between retailing and marketing.
2. Explain the nature of a promotional plan.
3. Explain the nature of direct marketing channels.
4. Describe word-of-mouth channels used to communicate with targeted audiences.
5. Explain customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of director of marketing at SOPHISTICATES, a boutique-style department store chain featuring merchandise sold at discounted prices. The senior vice president (judge) has asked you to develop a promotional campaign aimed at college students and their parents that will entice them to make purchases from the Sophisticates home department for their dormitory needs.

SOPHISTICATES has over 500 stores across the country, with many stores located in cities with a large university. The chain sells men's, women's and children's clothing, shoes, accessories, fragrances, bedding, towels, and home accessories for every room of the house. While the prices are discounted, the stores are set up like regular department stores rather than discount shopping stores. The chain's primary target market is women aged 35-60 years old.

During the summer months, many discount retail chains offer promotions on items needed for college students heading back to campus. Executives at SOPHISTICATES have noticed that during college orientation days, the discount retail chains are packed with parents and students purchasing bedding, towels, lamps, organizers and small furniture and accessories for their dorm rooms. SOPHISTICATES stores offer the same merchandise, often higher quality at lower prices, yet shoppers do not think of the chain as a place to purchase those items.

The senior vice president (judge) would like you to develop a promotional campaign, aimed at college students and their parents that will showcase SOPHISTICATES as a destination for dorm room shopping. The senior vice president (judge) would like you to include direct marketing channels and word-of-mouth communications channels in your promotional plan.

You will present your promotional plan to the senior vice president (judge) in a role-play to take place in the vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the promotional plan and have answered the senior vice president's (judge's) questions, the vice president (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 senior vice president at SOPHISTICATES, a boutique-style department store chain featuring merchandise sold at discounted prices. You have asked the director of marketing (participant) to develop a promotional campaign aimed at college students and their parents that will entice them to make purchases from the Sophisticates home department for their dormitory needs.

SOPHISTICATES has over 500 stores across the country, with many stores located in cities with a large university. The chain sells men's, women's and children's clothing, shoes, accessories, fragrances, bedding, towels, and home accessories for every room of the house. While the prices are discounted, the stores are set up like regular department stores rather than discount shopping stores.

During the summer months, many discount retail chains offer promotions on items needed for college students heading back to campus. Executives at SOPHISTICATES have noticed that during college orientation days, the discount retail chains are packed with parents and students purchasing bedding, towels, lamps, organizers and small furniture and accessories for their dorm rooms. SOPHISTICATES stores offer the same merchandise, often higher quality at lower prices, yet shoppers do not think of the chain as a place to purchase those items.

You would like the director of marketing (participant) to develop a promotional campaign, aimed at college students and their parents that will showcase SOPHISTICATES as a destination for dorm room shopping. You would like the director of marketing (participant) to include direct marketing channels and word-of-mouth communications channels in your promotional plan.

The director of marketing (participant) will present the promotional plan to you in a role-play to take place in your office. You will begin the role-play by greeting the director of marketing (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. If our target market is women aged 35-60 years old, why should we target college students?
2. Why do shoppers typically make dorm purchases at physical store locations rather than online?
3. Is there another time of year we should target college students?

Once the director of marketing (participant) has presented the promotional plan and has answered your questions, you will conclude the role-play by thanking the director of marketing (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.



RETAIL MERCHANDISING SERIES, 2016

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2016

I.D. Number: _____

INSTRUCTIONAL AREA
Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Distinguish between retailing and marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of direct marketing channels?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain customer/client/business 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						