



**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 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the use of social media for digital marketing.
- Discuss the use of social bookmarking/tagging.
- Write content for use in social media.
- Explain the nature of effective communications.
- Explain the nature of corporate branding.

## EVENT SITUATION

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You are to assume the role of the marketing communications manager for PEEBLES BOTTLING COMPANY, the company that bottles all of PEEBLES brand beverages. The president of the company (judge) wants you to create social media content that will remind the public to recycle glass bottles.

PEEBLES manufactures several types of specialty sodas that are sold in glass bottles. In many communities, customers pay a surcharge for the glass bottles which can be reclaimed when returned. All PEEBLES packaging and labels remind customers to reuse or recycle glass bottles.

The entire nation is facing a shortage of glass bottles. There are close to one billion glass bottles in circulation, however they are not being recycled or returned. The president of PEEBLES BOTTLING COMPANY (judge) wants the public, not just PEEBLES' customers, to be reminded to recycle or return glass bottles.

The president of PEEBLES BOTTLING COMPANY (judge) wants you to create social media content that will remind the public to recycle or return glass bottles. You should include:

- Appropriate social media platform(s)
- A creative hashtag
- Specific content
- Explanation on how the marketing communications will affect the PEEBLES brand

You will present your ideas to the president (judge) in a role-play to take place in the president's (judge's) office. The president (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 president's (judge's) questions, the president (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of the president of PEEBLES BOTTLING COMPANY, the company that bottles all of PEEBLES brand beverages. You want the marketing communications manager (participant) to create social media content that will remind the public to recycle glass bottles.

PEEBLES manufactures several types of specialty sodas that are sold in glass bottles. In many communities, customers pay a surcharge for the glass bottles which can be reclaimed when returned. All PEEBLES packaging and labels remind customers to reuse or recycle glass bottles.

The entire nation is facing a shortage of glass bottles. There are close to one billion glass bottles in circulation, however they are not being recycled or returned. You want the public, not just PEEBLES' customers, to be reminded to recycle or return glass bottles.

You want the marketing communications manager (participant) to create social media content that will remind the public to recycle or return glass bottles. The marketing communications manager (participant) should include:

- Appropriate social media platform(s)
- A creative hashtag
- Specific content
- Explanation on how the marketing communications will affect the PEEBLES brand

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. If there is a nationwide glass shortage, why does our company need to be the one to remind people to recycle?
2. How can we tell if your social media plan is successful?

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**

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**MARKETING COMMUNICATIONS SERIES  
2023**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 1

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Promotion

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the use of social media for digital marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss the use of social bookmarking/tagging?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Write content for use in social media?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of effective communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of corporate branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						