



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Marketing-Information Management

RETAIL MERCHANDISING SERIES 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.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Describe the need for marketing data.
- Identify data monitored for marketing decision making.
- Discuss the nature of sampling plans (i.e., who, how many, how chosen).
- Describe data-collection methods.
- Determine customer/client needs.

EVENT SITUATION

You are to assume the role of a merchandising specialist for VITAMIN MANIA, a retailer specializing in vitamins and nutritional supplements. The director of merchandising (judge) wants you to create an outline for marketing research that will help the company determine customer needs.

VITAMIN MANIA has 800 locations in North America. The retailer sells various vitamins and nutritional supplements for men, women and children. The retailer's primary target market is people with an interest in health and fitness.

The director of merchandising (judge) wants to add another product category to VITAMIN MANIA stores. There are two product categories being considered; the first being exercise equipment and apparel. The second product category being considered is specialty health foods including organic produce, fresh juices and various grains.

Before a decision is made, the director of merchandising (judge) wants to obtain information from VITAMIN MANIA customers. The director of merchandising (judge) wants you to create an outline for marketing research that will help determine which new product category best meets the needs of customers.

The director of merchandising (judge) wants your marketing research outline to include:

- Specific questions to obtain data
- Sampling plan (who, how many, how chosen)
- Data collection method

You will present your outline to the director of merchandising (judge) in a role-play to take place in the director of merchandising's (judge's) office. The director of merchandising (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of merchandising's (judge's) questions, the director of merchandising (judge) will conclude the role-play by thanking you for your work.

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 the director of merchandising for VITAMIN MANIA, a retailer specializing in vitamins and nutritional supplements. You want the merchandising specialist (participant) to create an outline for marketing research that will help the company determine customer needs.

VITAMIN MANIA has 800 locations in North America. The retailer sells various vitamins and nutritional supplements for men, women and children. The retailer's primary target market is people with an interest in health and fitness.

You want to add another product category to VITAMIN MANIA stores. There are two product categories being considered; the first being exercise equipment and apparel. The second product category being considered is specialty health foods including organic produce, fresh juices and various grains.

Before a decision is made, you want to obtain information from VITAMIN MANIA customers. You want the merchandising specialist (participant) to create an outline for marketing research that will help determine which new product category best meets the needs of customers.

You want the marketing research outline to include:

- Specific questions to obtain data
- Sampling plan (who, how many, how chosen)
- Data collection method

The participant will present information to you in a role-play to take place in the 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. How can we encourage people to participate in the market research?
2. What must we be concerned about when collecting the survey data to ensure the results are unbiased?

Once the merchandising specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the merchandising specialist (participant) for the work.

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.



RETAIL MERCHANDISING SERIES 2025

JUDGE'S EVALUATION FORM DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Marketing-Information Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the need for marketing data?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify data monitored for marketing decision making?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss the nature of sampling plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe data-collection methods?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Determine customer/client needs?	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						