



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Communication Skills

## **AUTOMOTIVE SERVICES MARKETING 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 nature of effective written communications.
- Select and utilize appropriate formats for professional writing.
- Write informational messages.
- Reinforce service orientation through communication.
- Identify ways to track marketing-communications activities.

## EVENT SITUATION

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You are to assume the role of the marketing communications manager at a PAVICH MOTORS dealership. The general manager (judge) has asked you to write an informational message for customers about a recent crime spree involving specific PAVICH vehicles.

There is currently a nationwide shortage of vehicle airbags which has led to a bizarre crime spree in the city. The 2017 – 2021 models of the PAVICH *Cruiser* are being broken into and the entire steering wheel is stolen. Thieves are able to remove the airbag from the PAVICH *Cruiser*'s steering wheel in a simple way that does not deploy the airbag. The thieves are then selling the stolen airbag on the black market.

Most of the reported incidents also include a busted or broken window for the thief to gain entry into the vehicle. The incidents all occur during the hours of 1:00 a.m. to 5:00 a.m. There have been two dozen reported incidents in the last two weeks.

The general manager (judge) wants you to create an informational message regarding the incidents that will be put on the local PAVICH website and social media platforms. The general manager (judge) does not want your message to scare PAVICH *Cruiser* owners but instead help them take precautions and understand the company's service orientation. The general manager (judge) also wants you to identify methods to track the communication.

You will present your message to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the general manager's (judge's) questions, the general manager (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, 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

You are to assume the role of the general manager at a PAVICH MOTORS dealership. You have asked the marketing communications manager (participant) to write an informational message for customers about a recent crime spree involving specific PAVICH vehicles.

There is currently a nationwide shortage of vehicle airbags which has led to a bizarre crime spree in the city. The 2017 – 2021 models of the PAVICH *Cruiser* are being broken into and the entire steering wheel is stolen. Thieves are able to remove the airbag from the PAVICH *Cruiser*'s steering wheel in a simple way that does not deploy the airbag. The thieves are then selling the stolen airbag on the black market.

Most of the reported incidents also include a busted or broken window for the thief to gain entry into the vehicle. The incidents all occur during the hours of 1:00 a.m. to 5:00 a.m. There have been two dozen reported incidents in the last two weeks.

You want the marketing communications manager (participant) to create an informational message regarding the incidents that will be put on the local PAVICH website and social media platforms. You do not want the message to scare PAVICH *Cruiser* owners but instead help them take precautions and understand the company's service orientation. You also want the marketing communications manager (participant) to identify methods to track the communication.

The participant will present the training 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 the police department has issued a warning and the newspaper has reported the crimes, why do we need to say anything?
2. Why should we or shouldn't we notify other PAVICH dealers?

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.                               |



**AUTOMOTIVE SERVICES MARKETING SERIES  
2022**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 2

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

**INSTRUCTIONAL AREA:**  
Communication Skills

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

| Did the participant:                  |  | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |  |                 |                    |                    |                      |              |
| 1.                                    | Explain the nature of effective written communications?          | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Select and utilize appropriate formats for professional writing? | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Write informational messages?                                    | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Reinforce service orientation through communication?             | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Identify ways to track marketing-communications activities?      | 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>                    |  |                 |                    |                    |                      |              |