



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 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

- Discuss the nature of digital marketing.
- Explain the use of social media for digital marketing.
- Explain the role of promotion as a marketing function.
- Explain company selling policies.
- Explain the nature of effective communications.

EVENT SITUATION

You are to assume the role of the marketing communications consultant hired by EASTWEST BURGER, a chain of fast-food restaurants that sells burgers, fries and milkshakes. The vice president (judge) wants you to use social media to inform EASTWEST BURGER customers of exclusive menu items only on the mobile app.

EASTWEST BURGER has a limited but extremely popular menu. Customers can order a hamburger or a plant-based burger with a variety of toppings. Other menu items include: French fries, three milkshake flavors and a variety of fountain sodas.

Each summer over the past four years, EASTWEST BURGER has introduced a limited-time-only menu item. Previously these items have included fried chicken sandwiches, tater tots, footlong hotdogs and funnel cakes. Due to the success of these summer treats, each item returns during a week in December. This results in a significant increase in sales.

EASTWEST BURGER will soon unveil a new mobile app. This app will have all normal app features such as product information, restaurant hours/locations, menu and mobile ordering options. The vice president (judge) is excited because all four of the limited-time-only menu items will be available to order anytime, but only through the EASTWEST BURGER mobile app. Customers who crave a fried chicken sandwich, tater tots, a footlong hotdog or a funnel cake must use the EASTWEST BURGER mobile app to order.

The vice president (judge) has hired you to promote the new EASTWEST BURGER mobile app and the exclusive menu items available to those who use the app. The vice president (judge) wants your ideas to not only inform, but also persuade EASTWEST BURGER fans to download the new app.

You will present your ideas to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice 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 vice president's (judge's) questions, the vice president (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 vice president of EASTWEST BURGER, a chain of fast-food restaurants that sells burgers, fries and milkshakes. You hired a marketing communications consultant (participant) to use social media to inform EASTWEST BURGER customers of exclusive menu items only on the mobile app.

EASTWEST BURGER has a limited but extremely popular menu. Customers can order a hamburger or a plant-based burger with a variety of toppings. Other menu items include: French fries, three milkshake flavors and a variety of fountain sodas.

Each summer over the past four years, EASTWEST BURGER has introduced a limited-time-only menu item. Previously these items have included fried chicken sandwiches, tater tots, footlong hotdogs and funnel cakes. Due to the success of these summer treats, each item returns during a week in December. This results in a significant increase in sales.

EASTWEST BURGER will soon unveil a new mobile app. This app will have all normal app features such as product information, restaurant hours/locations, menu and mobile ordering options. You are excited because all four of the limited-time-only menu items will be available to order anytime, but only through the EASTWEST BURGER mobile app. Customers who crave a fried chicken sandwich, tater tots, a footlong hotdog or a funnel cake must use the EASTWEST BURGER mobile app to order.

You have hired a marketing communications consultant (participant) to promote the new EASTWEST BURGER mobile app and the exclusive menu items available to those who use the app. You want the marketing communications consultant's (participant's) ideas to not only inform, but also persuade EASTWEST BURGER fans to download the new app.

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. How will your promotion reach new customers?

2. How would we handle a customer who does not want to download the EASTWEST BURGER app but wants to order the limited-time-only menu items?

Once the marketing communications consultant (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing communications consultant (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.



MARKETING COMMUNICATIONS SERIES 2025

JUDGE'S EVALUATION FORM DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of digital marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the use of social media for digital marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain company selling policies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of effective communications?	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						