



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Marketing

ENTREPRENEURSHIP 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 marketing functions and related activities.
- Demonstrate connections between company actions and results.
- Explain factors that influence customer/client/business buying behavior.
- Explain the role of promotion as a marketing function.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of the owner of UNIQUE, an online business that sells handmade walking canes. Your business partner (judge) wants you to develop a creative way to market to the local public.

UNIQUE operates out of a small industrial unit in a city of 30,000 people. You and your business partner (judge) design and make each walking cane and sell the merchandise on the business's website. Currently the business has an up-to-date and professional website and several social media accounts that feature photographs of merchandise and easy instructions on how to order. Sales are strong.

Your business partner (judge) pointed out that almost none of your customers are local. In fact, unless people in the community personally know you or your business partner (judge), they might not know that UNIQUE is a thriving business located in the community.

Your business partner (judge) thinks it would be a good idea to market UNIQUE to the local community. Your business partner (judge) wants you to develop a creative way to market UNIQUE to the local community of 30,000 people.

You will present your ideas to your business partner (judge) in a role-play to take place in the business partner's (judge's) office. The business partner (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 business partner's (judge's) questions, the business partner (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 business partner of UNIQUE, an online business that sells handmade walking canes. You want the owner of the business (participant) to develop a creative way to market to the local public.

UNIQUE operates out of a small industrial unit in a city of 30,000 people. The owner (judge) and you design and make each walking cane and sell the merchandise on the business's website. Currently the business has an up-to-date and professional website and several social media accounts that feature photographs of merchandise and easy instructions on how to order. Sales are strong.

You pointed out that almost none of your customers are local. In fact, unless people in the community personally know you or the owner (participant), they might not know that UNIQUE is a thriving business located in the community.

You think it would be a good idea to market UNIQUE to the local community. You want the owner (participant) to develop a creative way to market UNIQUE to the local community of 30,000 people.

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 sales are strong, why is it important we market to the local community?
2. What are word-of-mouth channels we can use for marketing?

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



**ENTREPRENEURSHIP SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Marketing

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of marketing strategies?	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						