



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

- Explain the role of promotion as a marketing function.
- Discuss types of direct mail tactics.
- Discuss the nature of effective direct-mail copy.
- Explain the nature of effective communications.
- Describe factors used by marketers to position products/services.

EVENT SITUATION

You are to assume the role of the marketing communications manager for KID STUFF, a regional toy store with 20 locations. The vice president (judge) wants you to create a direct-mail piece to promote a new line of toys.

KID STUFF is a regional toy store chain. Sales have increased over the last three years since a large national toy store chain went out of business. KID STUFF has a loyalty program that allows customers to receive coupons after spending specific dollar amounts and a special birthday program for children that gives the birthday boy or girl a helium balloon and coloring book.

KID STUFF will soon be unveiling a new line of eco-friendly toys. The new line, *Good Stuff*, features toys made of recycled materials and handmade toys and games. The *Good Stuff* line of toys all have an educational component that makes them good for the mind and for the earth.

The vice president (judge) wants to promote *Good Stuff* to people living in the areas where the stores are located. The vice president (judge) wants *Good Stuff* to be promoted using direct mail and has asked you to create a direct-mail piece that will effectively introduce the new line of toys to customers and to the public.

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 for KID STUFF, a regional toy store with 20 locations. You want the marketing communications manager (participant) to create a direct-mail piece to promote a new line of toys.

KID STUFF is a regional toy store chain. Sales have increased over the last three years since a large national toy store chain went out of business. KID STUFF has a loyalty program that allows customers to receive coupons after spending specific dollar amounts and a special birthday program for children that gives the birthday boy or girl a helium balloon and coloring book.

KID STUFF will soon be unveiling a new line of eco-friendly toys. The new line, *Good Stuff*, features toys made of recycled materials and handmade toys and games. The *Good Stuff* line of toys all have an educational component that makes them good for the mind and for the earth.

You want to promote *Good Stuff* to people living in the areas where the stores are located. You want *Good Stuff* to be promoted using direct mail and have asked the marketing communications manager (participant) to create a direct-mail piece that will effectively introduce the new line of toys to customers and to the public.

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 direct mail piece entice customers to visit our stores?
2. What will both parents and children like about your direct mail piece?

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

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
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss types of direct mail tactics?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss the nature of effective direct-mail copy?	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.	Describe factors used by marketers to position products/services?	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						