



CAREER CLUSTER

Marketing

CAREER PATHWAY

Business Management & Administration

INSTRUCTIONAL AREA

Marketing

RETAIL MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Describe the nature of human-resources planning.
2. Describe marketing functions and related activities.
3. Discuss actions employees can take to achieve the company's desired results.
4. Demonstrate connections between company actions and results.
5. Explain employment opportunities in business.

CASE STUDY SITUATION

You are to assume the role of human resources specialist for GREEN PEG, a national discount retailer with over 1,200 locations. The director of human resources has asked you to create a recruitment marketing strategy aimed at teenagers age 16 – 18 years old for holiday help.

GREEN PEG is the second leading discount retail chain the nation. The retailer is considered trendier and more cosmopolitan than the leading big box chain, although its prices tend to be slightly more expensive. GREEN PEG has never experienced backlash from its employees, as this happens with its competitor quite often. GREEN PEG has always been considered a great place to work for both part time and full-time employees.

Like other retailers, the holiday season is the busiest for GREEN PEG. Each of its 1,200 locations must hire an additional 50 seasonal employees to maintain top notch customer service, inventory control and cleanliness. During the recession, GREEN PEG had more than enough applicants for the seasonal holiday help positions at each store, but in the last five years, the number has declined.

The number of teenagers holding jobs has also seen a significant decline. In 1979, 58% of teenagers held jobs. Today only 34% of teenagers hold jobs. Research has shown that today more emphasis is placed on education and experiences, rather than holding a job and earning money.

Executives at GREEN PEG feel that teenagers age 16-18 years old would be a perfect fit for the seasonal holiday help positions. The positions begin mid-November and conclude mid-January. This would be ideal for busy high school students, giving them real-world skills training, plus extra cash without a long-term commitment.

YOUR CHALLENGE

The director of human resources has asked you to create a recruitment marketing strategy aimed at teenagers age 16-18 years old for seasonal holiday help positions at GREEN PEG stores. The director wants your marketing strategy to include:

- Timeline to begin recruitment
- Strategies for marketing the position to teenagers
- Actions GREEN PEG store managers can take to help the initiative
- Channels to use that will target teenagers

You will present your recruitment marketing strategy to the director in a meeting to take place in the director's office. The director may be accompanied by additional executives from the company.

You will receive 2-3 questions from the judge pertaining to the case situation.



RETAIL MANAGEMENT, 2018

Participant: _____

JUDGE'S EVALUATION FORM

State/Provincial Event 2

I.D. Number: _____

INSTRUCTIONAL AREA

Marketing

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the nature of human-resources planning?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe marketing functions and related activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain employment opportunities in business?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						