



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Marketing

**FASHION MERCHANDISING AND MARKETING 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**

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- 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**

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- Distinguish between retailing and marketing.
- Explain the importance of merchandising to retailers.
- Explain factors that influence customer/client/business buying behavior.
- Explain the nature of channel strategies.
- Coordinate channel management with other marketing activities.

## **CASE STUDY SITUATION**

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You are the director of marketing for DRAGON SHOES, a company that produces unique styles of shoes for men, women and children made out of foam resin. DRAGON SHOES has a variety of clogs, sandals, flip-flops, and other casual styles.

When DRAGON SHOES first began manufacturing and marketing footwear, they used the DRAGON SHOES website and had pop-up DRAGON SHOES kiosks in malls and lifestyle centers. Once the footwear became popular, several department stores and sporting goods stores started carrying various DRAGON SHOES styles.

In 2018, a celebrity influencer named DRAGON SHOES as a favorite shoe brand and started an all-out craze for the products among middle school and high school students. Since that time DRAGON SHOES' sales have quadrupled. Since 2019, over 500 DRAGON SHOES physical store locations opened in an effort to capture more direct-to-consumer sales.

## **YOUR CHALLENGE**

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The chief marketing officer wants more sales to come from DRAGON SHOES rather than the other sales channels. The chief marketing officer wants you to develop a channel strategy that will result in customers purchasing DRAGON SHOES products from the company website or at DRAGON SHOES physical store locations rather than at the various department stores and sporting goods stores that sell the products.

## 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.



**FASHION MERCHANDISING AND MARKETING  
2022**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Marketing

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Distinguish between retailing and marketing?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the importance merchandising to retailers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the nature of channel strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Coordinate channel management with other marketing activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						