



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Promotion

MARKETING COMMUNICATIONS 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 60 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

- Describe considerations in using databases in marketing communications.
- Explain the nature of email marketing tactics.
- Write email marketing copy.
- Explain the role of promotion as a marketing function.
- Explain the concept of marketing strategies.

CASE STUDY SITUATION

You are the director of marketing and the director of customer relations for PUZZLE & GAME WAREHOUSE, an online retailer of puzzles and games for all ages. PUZZLE & GAME WAREHOUSE has hundreds of puzzles and games varying in age range, number of players, level of difficulty, length of game play and other categories. Customers visit the company website and can browse or search for games and puzzles and easily purchase online.

PUZZLE & GAME WAREHOUSE has had moderate success. In a society that plays games digitally, and the availability of puzzles and games at many retail stores, the owner of the company knew that success would be limited. However, during the pandemic, PUZZLE & GAME WAREHOUSE experienced a huge increase in sales. There was a 300% increase in sales in March, April and May 2020. In the three months that followed sales were up 100% compared to the previous year. Most sales during this time were made to new customers.

Orders placed with PUZZLE & GAME WAREHOUSE require customer email addresses. Customers can choose to opt in or out of receiving weekly emails from the company with special promotions and information. Roughly a third of customers opt-in to receive the weekly emails.

YOUR CHALLENGE

The owner of PUZZLE & GAME WAREHOUSE wants to send a promotional email to all email addresses in the company database, whether or not they opted-in to weekly emails. The owner wants your team to craft the promotional email including subject line and full email text. The owner wants you to determine marketing strategies to use in the email that will encourage past customers to make a purchase.

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
2023**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Promotion

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe considerations in using databases in marketing communications?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of email marketing tactics?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Write email marketing copy?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the concept of marketing strategies?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						