PRINCIPLES OF MARKETING 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Describe techniques for obtaining work experience.
- Explain the need for ongoing education as a worker.
- Explain possible career advancement patterns for jobs.
- Identify sources of career information.
EVENT SITUATION

You are to assume the role of a marketing communications specialist at M&H, an apparel retailer with hundreds of locations. The marketing department intern (judge) has asked you about jobs and careers in marketing.

The marketing department intern (judge) will be at the M&H corporate office for the semester. The intern’s (judge’s) first role is to assist you with creating and scheduling social media posts. The intern (judge) will also assist others in the marketing department including marketing director, creative marketing, advertising, public relations and brand management.

The intern (judge) has asked you how to find out more about different careers and jobs in marketing, education that is needed and advancement patterns. Aside from the internship, the intern (judge) wants to know how else to obtain experience.

You will present the information to the intern (judge) in a role-play to take place at the store. The intern (judge) will begin the role-play by asking you about careers. After you have presented the information to the intern (judge) and have answered the intern’s (judge’s) questions, the intern (judge) will conclude the role-play by thanking you for the information.
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 an intern at M&H, an apparel retailer with hundreds of locations. You have asked the company’s marketing communications specialist (participant) about jobs and careers in marketing.

You will be at the M&H corporate office for the semester. Your first role is to assist the marketing communications specialist (participant) with creating and scheduling social media posts. You will also assist others in the marketing department including marketing director, creative marketing, advertising, public relations and brand management.

You have asked the marketing communications specialist (participant) how to find out more about different careers and jobs in marketing, education that is needed and advancement patterns. Aside from the internship, you want to know how else to obtain experience.

The participant will present the information to you in a role-play to take place at the store. You will begin the role-play by asking about careers in marketing.

During the course of the role-play you are to ask the following questions of each participant:

1. How do I collect good references for my resume?
2. What other skills will look good on my resume when trying to obtain a job in marketing?

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

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>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 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
## JUDGE’S EVALUATION FORM

**DISTRICT EVENT**

**INSTRUCTIONAL AREA:**
Professional Development

Did the participant:

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Describe techniques for obtaining work experience?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14</td>
<td>15-16-17-18</td>
<td></td>
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<tr>
<td>2. Explain the need for ongoing education as a worker?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14</td>
<td>15-16-17-18</td>
<td></td>
</tr>
<tr>
<td>3. Explain possible advancement patterns for jobs?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14</td>
<td>15-16-17-18</td>
<td></td>
</tr>
<tr>
<td>4. Identify sources of career information?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14</td>
<td>15-16-17-18</td>
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</table>

**21st CENTURY SKILLS**

<p>| | | | | |</p>
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<tbody>
<tr>
<td>5. Reason effectively and use systems thinking?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
</tr>
<tr>
<td>6. Communicate clearly?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
</tr>
<tr>
<td>7. Show evidence of creativity?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
</tr>
<tr>
<td>8. Overall impression and responses to the judge’s questions</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
</tr>
</tbody>
</table>

**TOTAL SCORE**