



## **CAREER CLUSTER**

Marketing

## **CAREER PATHWAY**

Merchandising

## **INSTRUCTIONAL AREA**

Promotion

# **RETAIL MERCHANDISING SERIES EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

## **21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the concept of market and market identification.
- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Identify communications channels used in sales promotion.
- Identify components of a retail image.

## EVENT SITUATION

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You are to assume the role of a marketing specialist for JAY'S JEWELRY, a chain of mid-level jewelry stores. The director of marketing (judge) wants you to develop a promotion that will introduce a jewelry rental program.

JAY'S JEWELRY has 300 locations across the nation, most in shopping malls. The retailer specializes in mid-priced jewelry for men and women including earrings, rings, bracelets, necklaces, pendants and watches.

To widen its customer base, executives are excited to launch a jewelry rental program. The program is meant to help customers that want an exquisite piece of jewelry for a special occasion but cannot afford to purchase outright. The rental program will include pieces featuring diamonds, emeralds, pearls and other stones, designer watches and high Karat level chains and necklaces. Executives are hopeful the rental program will help JAY'S JEWELRY gain new customers that are looking for special jewelry for weddings and other special occasions.

Rental periods will be 3-7 days and priced per day by a percentage of the jewelry's value. The renter must sign a rental agreement that holds the renter accountable for the full value of the item, and a copy of the renter's identification is kept on file.

The director of marketing (judge) has asked you to develop a promotional plan that will introduce JAY'S JEWELRY rental program. The director (judge) wants the promotional plan to include:

- Target market
- Methods to use promotion as a marketing function
- Communications channels

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of marketing's (judge's) questions, the director of marketing (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, 21<sup>st</sup> 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 director of marketing for JAY'S JEWELRY, a chain of mid-level jewelry stores. You want the marketing specialist (participant) to develop a promotion that will introduce a jewelry rental program.

JAY'S JEWELRY has 300 locations across the nation, most in shopping malls. The retailer specializes in mid-priced jewelry for men and women including earrings, rings, bracelets, necklaces, pendants and watches.

To widen its customer base, executives are excited to launch a jewelry rental program. The program is meant to help customers that want an exquisite piece of jewelry for a special occasion but cannot afford to purchase outright. The rental program will include pieces featuring diamonds, emeralds, pearls and other stones, designer watches and high Karat level chains and necklaces. Executives are hopeful the rental program will help JAY'S JEWELRY gain new customers that are looking for special jewelry for weddings and other special occasions.

Rental periods will be 3-7 days and priced per day by a percentage of the jewelry's value. The renter must sign a rental agreement that holds the renter accountable for the full value of the item, and a copy of the renter's identification is kept on file.

You have asked the marketing specialist (participant) to develop a promotional plan that will introduce JAY'S JEWELRY rental program. You want the promotional plan to include:

- Target market
- Methods to use promotion as a marketing function
- Communications channels

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. Who do you think our secondary market should be?
2. Once the introduction is complete, which months are best to advertise the rental program?

Once the marketing specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing specialist (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## 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.

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 <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.



## RETAIL MERCHANDISING SERIES 2024

### JUDGE'S EVALUATION FORM DISTRICT EVENT 1

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

### INSTRUCTIONAL AREA: Promotion

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the types of promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						