



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Promotion

MARKETING COMMUNICATIONS SERIES 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.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of email marketing tactics.
- Discuss types of direct mail tactics.
- Write informational messages.
- Explain the role of promotion as a marketing function.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of the marketing communications manager for PETLAB, an online retailer and diagnostic lab that provides dog and cat owners with special services. The director of marketing (judge) wants you to decide how to best inform past customers of new services.

PETLAB began offering DNA tests for dogs and cats in 2021. Customers purchase DNA kits online, a kit is mailed to the customers, the customer mails the required sample from the pet back to PETLAB and within 14-21 days, a link to the DNA results are emailed to the customer. In under two years, over 1 million pet DNA kits have been purchased.

Executives at PETLAB are excited to begin offering additional services. PETLAB will begin offering other diagnostic services for dogs and cats. The majority of veterinary visits are for extremely common ailments such as itchiness and upset stomachs. PETLAB will soon be offering customers the ability to purchase a diagnostic kit with instructions on obtaining appropriate samples for common ailments. Once mailed in, the results are shared with the customer and with the veterinary office indicated by the customer. PETLAB's prices are lower than vet offices and much more convenient.

The director of marketing (judge) is excited about promoting PETLAB's new service. Before traditional advertising begins to the general public, the director of marketing (judge) wants to inform PETLAB customers. PETLAB has customers' email addresses and mailing addresses. The director of marketing (judge) wants you to determine email marketing tactics and direct mail tactics that would best inform customers of the new service available.

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 your 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, 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 the director of marketing for PETLAB, an online retailer and diagnostic lab that provides dog and cat owners with special services. You want the marketing communications manager (participant) to decide how to best inform past customers of new services.

PETLAB began offering DNA tests for dogs and cats in 2021. Customers purchase DNA kits online, a kit is mailed to the customers, the customer mails the required sample from the pet back to PETLAB and within 14-21 days, a link to the DNA results are emailed to the customer. In under two years over 1 million pet DNA kits have been purchased.

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You are excited about promoting PETLAB's new service. Before traditional advertising begins to the general public, you want to inform PETLAB customers. PETLAB has customers' email addresses and mailing addresses. You want the marketing communications manager (participant) to determine email marketing tactics and direct mail tactics that would best inform customers of the new service available.

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. Do you think email marketing or direct mail marketing will be more effective?
2. Is there a way we can tell which marketing tactic was more effective?

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

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.

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 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
PERFORMANCE INDICATORS						
1.	Explain nature of email marketing tactics?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss types of direct mail tactics?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Write informational messages?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
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	
5.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						