



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Selling

APPAREL AND ACCESSORIES 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.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature and scope of the selling function.
- Explain the use of brand names in selling.
- Discuss motivational theories that impact buying behavior.
- Identify factors affecting a business's profit.
- Recognize and respond to ethical dilemmas.

EVENT SITUATION

You are to assume the role of the merchandise manager for SUPERIOR LOOKS, a clothing store chain for tweens and teens. The director of merchandising (judge) is considering a partnership with a popular fast fashion company and wants your opinion.

SUPERIOR LOOKS is a favorite among tweens and teens due to the fun layout and atmosphere of the stores and the trendy clothing. Most apparel companies that market to the younger demographics rely on fast fashion since styles change so quickly; however, SUPERIOR LOOKS is focused on sustainability so its garments are higher quality and cost a bit more.

The most popular online clothing retailer is a company located in Singapore named GLEAM. GLEAM offers thousands of apparel items on its online marketplace. The fast fashion products are low quality, however, are extremely affordable for the Generation Z market. It was named the most popular brand among that demographic the past three years.

GLEAM executives want to host GLEAM pop-up-shops in various SUPERIOR LOOKS locations. This would give GLEAM the opportunity to showcase its products in physical stores in North America and will bring in a large number of customers into SUPERIOR LOOKS stores.

The director of merchandising (judge) wants you to weigh the pros and cons of allowing GLEAM to host pop-up-shops in various SUPERIOR LOOKS locations.

You will present your ideas to the director of merchandising (judge) in a role-play to take place in the director of merchandising's (judge's) office. The director of merchandising (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 merchandising's (judge's) questions, the director of merchandising (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 merchandising for SUPERIOR LOOKS, a clothing store chain for tweens and teens. You are considering a partnership with a popular fast fashion company and want the merchandise manager's (participant's) opinion.

SUPERIOR LOOKS is a favorite among tweens and teens due to the fun layout and atmosphere of the stores and the trendy clothing. Most apparel companies that market to the younger demographics rely on fast fashion since styles change so quickly; however, SUPERIOR LOOKS is focused on sustainability so its garments are higher quality and cost a bit more.

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GLEAM executives want to host GLEAM pop-up-shops in various SUPERIOR LOOKS locations. This would give GLEAM the opportunity to showcase its products in physical stores in North America and will bring in a large number of customers into SUPERIOR LOOKS stores.

You want the merchandise manager (participant) to weigh the pros and cons of allowing GLEAM to host pop-up-shops in various SUPERIOR LOOKS locations.

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. If we go along with the pop-up-shops, what all needs to be communicated with store managers?
2. What is the biggest risk involved if we do not allow the pop-up-shops?

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



APPAREL AND ACCESSORIES MARKETING SERIES 2024

JUDGE'S EVALUATION FORM DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA: Selling

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the selling function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the use of brand names in selling?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Recognize and respond to ethical dilemmas?	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						