



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Communication Skills

## **PRINCIPLES OF MARKETING 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 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**

- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Explain the nature of staff communication.
2. Explain the nature of effective verbal communications.
3. Explain the nature of effective written communications.
4. Choose and use appropriate channel for workplace communication.

## **EVENT SITUATION**

You are to assume the role of a sales associate at PIZAZZ, a retail chain specializing in apparel for men, women and children. The store manager (judge) has asked for your advice on the best way to communicate regularly with the store's sales associates.

PIZAZZ is known for fast fashion, receiving new merchandise twice a month. It is very important to the store manager (judge) that all sales associates are familiar with the new merchandise, including the colors, sizes and styles offered, before it is placed on the sales floor. This store has 20 sales associates total; three to seven sales associates are working at any given time.

The store manager (judge) has asked for your advice on the best way to communicate with sales associates about the new merchandise that arrives twice a month.

You will meet with the store manager (judge) to discuss the staff communication in a role-play to take place in the manager's (judge's) office. The store manager (judge) will begin the role-play by asking you for your advice. After you have discussed the staff communication with the store manager (judge) and have answered the manager's (judge's) questions, the store manager (judge) will conclude the role-play by thanking you for your work.

# **JUDGE'S INSTRUCTIONS**

## **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Situation Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## **JUDGE SITUATION CHARACTERIZATION**

You are to assume the role of the store manager of PIZZAZZ, a retail chain specializing in apparel for men, women and children. You have asked for a sales associate's (participant's) advice on the best way to communicate regularly with the store's sales associates.

PIZZAZZ is known for fast fashion, receiving new merchandise twice a month. It is very important to you that all sales associates are familiar with the new merchandise, including the colors, sizes and styles offered, before it is placed on the sales floor. This store has 20 sales associates total; three to seven sales associates are working at any given time.

You have asked a sales associate (participant) for advice on the best way to communicate with sales associates about the new merchandise that arrives twice a month.

You will meet with the sales associate (participant) to discuss staff communication in a role-play to take place in your office. You will begin the role-play by asking the sales associate (participant) for advice. During the course of the role-play you are to ask the following questions of each participant:

1. How can I be certain every sales associate has received the necessary information?

2. Why is it important for sales associates to be familiar with new merchandise before it is placed on the sales floor?

After the sales associate (participant) has given you advice and has answered your questions, you will conclude the role-play by thanking the sales associate (participant).

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

*Answers will vary but should demonstrate a basic understanding of the concepts.*

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

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 being 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 chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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.



**PRINCIPLES OF MARKETING, 2018**

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

**JUDGE'S EVALUATION FORM**

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**

Communication Skills

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of staff communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the nature of effective verbal communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the nature of effective written communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Choose and use appropriate channel for workplace communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						