



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Customer Relations

## **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. Handle difficult customers.
2. Interpret business policies to customers/clients.
3. Demonstrate a customer service mindset.
4. Reinforce service orientation through communication.

## **EVENT SITUATION**

You are to assume the role of the ticket sales manager at HOMETOWN CINEMA, a local movie theater. An angry customer (judge) has asked to speak to you regarding children younger than 17 years old attending a rated R movie.

HOMETOWN CINEMA, like most movie theaters, has a strict policy for allowing minors to view rated R movies. As per the rating guidelines, minors are only allowed to view a rated R movie if a parent or guardian is accompanying them. If a parent or guardian is not present, the minor is not allowed into the theater. HOMETOWN CINEMA has its own rule that no minors whatsoever are allowed into rated R movies after 6:00PM, regardless if accompanied by a parent or guardian.

One of the ticket sales associates has asked you to come to the box office to speak with an angry customer (judge). The customer (judge) is angry because there are several minors in the theater of the 3:00PM showing of a rated R movie the customer (judge) is attending. All of the minors are accompanied by parents or guardians. The customer (judge) feels that the minors should not be allowed in the theater showing the rated R movie.

You will meet with the angry customer (judge) to discuss the situation in a role-play to take place at the box office. The customer (judge) will begin the role-play by asking you why there are minors in the movie theater. After you have discussed the situation and offered a solution, you will then answer the customer's (judge's) questions. Once you have answered the customer's (judge's) questions, the customer (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 an angry customer at HOMETOWN CINEMA, a local movie theater. You have asked to speak with the ticket sales manager (participant) regarding children younger than 17 years old attending a rated R movie.

HOMETOWN CINEMA, like most movie theaters, has a strict policy for allowing minors to view rated R movies. As per the rating guidelines, minors are only allowed to view a rated R movie if a parent or guardian is accompanying them. If a parent or guardian is not present, the minor is not allowed into the theater. HOMETOWN CINEMA has its own rule that no minors whatsoever are allowed into rated R movies after 6:00PM, regardless if accompanied by a parent or guardian.

One of the ticket sales associates has asked the ticket sales manager (participant) to come to the box office to speak with you. You are angry because there are several minors in the theater of the 3:00PM showing of a rated R movie you are attending. All of the minors are accompanied by parents or guardians. You feel that the minors should not be allowed in the theater showing the rated R movie.

The ticket sales manager (participant) will meet with you to discuss the situation in a role-play to take place at the box office. You will begin the role-play by asking the ticket sales manager (participant) why there are minors in the movie theater. During the course of the role-play you are to ask the following questions of each participant:

1. Why is it so important for you to make sure I am happy?
2. Do you think it would help customer relations if the policy was displayed at the ticket box office?

After the ticket sales manager (participant) has given solved the issue and has answered your questions, you will conclude the role-play by thanking the ticket sales manager (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**

Customer Relations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Handle difficult customers?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Interpret business policies to customers/clients?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Demonstrate a customer service mindset?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Reinforce service orientation through 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>						