



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Emotional Intelligence

## **APPAREL AND ACCESSORIES MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Explain the concept of self-esteem.
2. Recognize personal biases and stereotypes.
3. Demonstrate interest and enthusiasm.
4. Show empathy for others.
5. Demonstrate honesty and integrity.

## EVENT SITUATION

You are to assume the role of manager for EURO, a European fashion store. The owner of EURO (judge) has asked you to develop a plan to train employees to help customers choose the correct sizes of your brand.

An alarming number of people are overweight, and people are sensitive about their weight and size. Most people find it hard to admit that they must purchase larger sizes of clothing as they put on weight. The latest fashion styles are not always complimentary to overweight people, so many think they should wear smaller sizes than they actually should.

EURO's clothing is styled with a trim European fit. This means that many of your customers are disappointed when they have to buy a larger size than they normally would. Your store's owner (judge) wants to make sure that customers receive an honest opinion from sales associates so that they look their best in clothing that fits correctly.

The owner (judge) has asked you to develop a strategy to train employees to sell the correct European sizes that will fit customers correctly. You must keep in mind the sensitivity of your customers to their body image.

You will present your plan in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your plan.

After you have presented your plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the event 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. Performance Indicators
3. Event Situation
4. Judge Role-play 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.  
**Please be sure to make comments on each participant's Scantron form.**

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of an upscale European fashion store (EURO). You have asked the manager of your store (participant) to develop and explain a communication procedure to sell customers the correct clothing sizes.

An alarming number of people are overweight, and people are sensitive about their weight and size. Most people find it hard to admit that they must purchase larger sizes of clothing as they put on weight. The latest fashion styles are not always complimentary to overweight people, so many think they should wear smaller sizes than they actually should.

Many of EURO's clothes have a trim European fit, and most customers are disappointed when they have to buy a larger size to fit them. You have asked the manager of your store (participant) to develop and explain a communication procedure to convince customers that the brands you sell require larger sizes. You want to make sure that customers receive an honest opinion from sales associates so that they look their best in clothing that fits correctly.

The store manager (participant) will present the sales strategy to you in a role-play to take place in your office. You will begin the role-play by greeting the manager (participant) and asking to hear the ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. How does the image presented by clothes designers conflict with reality?
2. Should a salesperson suggest that the customer shop in a different store?
3. Should our store consider selling other full-cut lines of clothing?

Once the participant has completed his/her presentation, you will conclude the role-play by thanking the store manager (participant) for the work.

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

**JUDGE'S EVALUATION FORM**  
**AAM**  
**STATE EVENT 1 2010**

**DID THE PARTICIPANT:**

**1. Explain the concept of self-esteem?**

**Below Expectations**

**4, 6, 8**

Adequately explained the concept of self-esteem.

**Meets Expectations**

**10, 12, 14**

Effectively explained the concept of self-esteem.

**Exceeds Expectations**

**16, 18**

Very effectively explained the concept of self-esteem.

**2. Recognize personal biases and stereotypes?**

**Below Expectations**

**4, 6, 8**

Adequately recognized personal biases and stereotypes.

**Meets Expectations**

**10, 12, 14**

Effectively recognized personal biases and stereotypes.

**Exceeds Expectations**

**16, 18**

Very effectively recognized personal biases and stereotypes.

**3. Demonstrate interest and enthusiasm?**

**Below Expectations**

**4, 6, 8**

Adequately demonstrated interest and enthusiasm.

**Meets Expectations**

**10, 12, 14**

Effectively demonstrated interest and enthusiasm.

**Exceeds Expectations**

**16, 18**

Very effectively demonstrated interest and enthusiasm.

**4. Show empathy for others?**

**Below Expectations**

**4, 6, 8**

Adequately showed empathy for others.

**Meets Expectations**

**10, 12, 14**

Effectively showed empathy for others.

**Exceeds Expectations**

**16, 18**

Very effectively showed empathy for others.

**5. Demonstrate honesty and integrity?**

**Below Expectations**

**4, 6, 8**

Adequately demonstrated honesty and integrity.

**Meets Expectations**

**10, 12, 14**

Effectively demonstrated honesty and integrity.

**Exceeds Expectations**

**16, 18**

Very effectively demonstrated honesty and integrity.

**6. Overall impression and response to the judge's questions.**

**Below Expectations**

**2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

**Please be sure to make comments on each participant's Scantron form.**



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Selling

## **APPAREL AND ACCESSORIES MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions including the Performance Indicators and the Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to meet with a judge to role-play your situation.
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS EVALUATED**

1. Show empathy for others.
2. Demonstrate interest and enthusiasm.
3. Handle customer/client complaints.
4. Demonstrate suggestion selling.
5. Explain company selling policies.

## EVENT SITUATION

You are to assume the role of sales associate at GLAMOUR JEWELRY, a chain jewelry store located in shopping malls throughout the country. You must explain to a customer (judge) that a layaway item was mistakenly sold and deal with his/her questions and objections.

A customer (judge) has a \$300 watch on layaway and has paid \$250 on it. The customer phoned to ask for a two-week extension on the usual six-week layaway plan and it was granted. The new date by which to have the watch out of layaway was April 29. On April 28 (today), the customer (judge) came in to pay the layaway balance and pick the watch up. When you went to get the watch, you found that it was gone. Another sales associate had put it out on the sales floor not realizing that the layaway date had been extended. When you checked the selling floor, you found that the watch had been sold. You do not have another watch like that particular one, and when you checked with other stores in the state, none was available. In two weeks the customer (judge) needs to give the watch as a graduation gift. Store policy states that you can only give store credit on a layaway. You must now explain the situation to the customer (judge) and deal with his/her questions and objections.

You will explain the situation to the customer (judge) in a role-play to take place in the customer waiting area of the store. The customer (judge) will begin the role-play by greeting you and asking why the watch is not available.

After you have explained the situation to the customer (judge) and have dealt with all of the customer's (judge's) questions, the customer (judge) will thank you for your assistance.

## 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. Performance Indicators
3. Event Situation
4. Judge Role-Play 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. Evaluation Form  
Please use a critical and consistent eye in rating each participant.  
**Please be sure to make comments on each participant's Scantron form.**

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of customer at GLAMOUR JEWELRY, a chain jewelry store located in shopping malls throughout the country. A sales associate (participant) must explain to you that a layaway item was mistakenly sold and deal with your questions and objections.

You have a \$300 watch on layaway and have paid \$250 on it. You phoned to ask for a two-week extension on the usual six-week layaway plan and it was granted. The new date by which to have the watch out of layaway was April 29. On April 28 (today), you came in to pay the layaway balance and pick the watch up. When the sales associate (participant) went to get the watch, he/she found that it was gone. Another sales associate had put it out on the sales floor not realizing that the layaway date had been extended. When the sales associate (participant) checked the selling floor, he/she found that the watch had been sold. The store does not have another watch like that particular one. When the sales associate (participant) checked with other stores in the state, none was available. You need to give the watch as a graduation gift in two weeks. Store policy states that the sales associate (participant) can only give store credit on a layaway. The sales associate (participant) must now explain the situation to you and deal with your questions and objections.

The sales associate (participant) will explain the situation to you in a role-play to take place in the customer waiting area of the store. You will begin the role-play by greeting the sales associate (participant) and asking why the watch is not available.



During the course of the role-play you are to ask the following questions of each participant:

1. How could you sell my watch when it was almost paid for?
2. How will I ever find another watch when the graduation is only two weeks away?
3. Can you just give me my money back so I can go somewhere else for my graduation gift? After all, this was the store's mistake, not mine.

Once the sales associate (participant) has presented his/her information and has answered your questions, you will close the role-play by thanking the sales associate (participant) for his/her explanation and help.

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

**JUDGE'S EVALUATION FORM**  
**AAM**  
**STATE EVENT 2 2010**

**DID THE PARTICIPANT:**

**1. Show empathy for others?**

**Below Expectations**

4, 6, 8

Adequately showed empathy for others.

**Meets Expectations**

10, 12, 14

Effectively showed empathy for others.

**Exceeds Expectations**

16, 18

Very effectively showed empathy for others.

**2. Demonstrate interest and enthusiasm?**

**Below Expectations**

4, 6, 8

Adequately demonstrated interest and enthusiasm.

**Meets Expectations**

10, 12, 14

Effectively demonstrated interest and enthusiasm.

**Exceeds Expectations**

16, 18

Very effectively demonstrated interest and enthusiasm.

**3. Handle customer/client complaints?**

**Below Expectations**

4, 6, 8

Adequately handled customer/client complaints.

**Meets Expectations**

10, 12, 14

Effectively handled customer/client complaints.

**Exceeds Expectations**

16, 18

Very effectively handled customer/client complaints.

**4. Demonstrate suggestion selling?**

**Below Expectations**

4, 6, 8

Adequately demonstrated suggestion selling.

**Meets Expectations**

10, 12, 14

Effectively demonstrated suggestion selling.

**Exceeds Expectations**

16, 18

Very effectively demonstrated suggestion selling.

**5. Explain company selling policies?**

**Below Expectations**

4, 6, 8

Adequately explained company selling policies.

**Meets Expectations**

10, 12, 14

Effectively explained company selling policies.

**Exceeds Expectations**

16, 18

Very effectively explained company selling policies.

**6. Overall impression and response to the judge's questions.**

**Below Expectations**

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

**Please be sure to make comments on each participant's Scantron form.**



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Merchandising

**INSTRUCTIONAL AREA**  
Economics

## **APPAREL AND ACCESSORIES MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Determine factors affecting business risk.
2. Explain how organizations adapt to today's markets.
3. Describe factors that affect the business environment.
4. Explain the nature of overhead/operating costs.
5. Explain the role of situation analysis in the marketing planning process.

## EVENT SITUATION

You are to assume the role of manager at CASES, COVERS & MORE, a mobile phone accessories store located in a mall. The store owner (judge) has asked you to weigh the pros and cons of two possible solutions to a problem with expensive lease rates at the mall and make a final recommendation.

CASES, COVERS & MORE is located in a mall with 100 retail stores anchored by two large department stores. The CASES, COVERS & MORE store is located near one of the large anchor department stores that is popular with all age demographics. The anchor store brings heavy traffic past CASES, COVERS & MORE. Leasing rates for the 1,000 square foot space CASES, COVERS & MORE occupies is \$25,000/year.

While CASES, COVERS & MORE is still making a profit, sales have been slowly declining. The store is no longer able to afford the costly lease. With the lease up for renewal in 3 months, the owner (judge) has come up with two possible solutions to the costly lease.

**Solution 1:** Lease a different retail space on the other side of the mall. The space is slightly larger, but because of location within the mall, the 1,200 square foot space would be just \$20,000/year. The space is located near the customer service center and the entrance to the food court, which typically has less traffic than other areas of the mall.

**Solution 2:** Purchase and then rent space for a kiosk. An initial payment of \$3,000 would purchase the kiosk and rent would be \$12,000/year. The kiosk would be located near the current CASES, COVERS & MORE location in an area near the entrance to the large anchor store. Given the smaller space, only half of CASES, COVERS & MORE products could remain in inventory.

The owner of the store (judge) would like you to weigh the pros and cons of each solution and make a final recommendation.

You will share your pros and cons and final recommendation to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have shared your final recommendation and have answered the owner's (judge's) questions, the owner (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:

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5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

**Please be sure to make comments on each participant's Scantron form.**

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of CASES, COVERS & MORE, a mobile phone accessories store located in a mall. You have asked the store manager (participant) to weigh the pros and cons of two solutions to a problem with expensive lease rates at the mall and make a final recommendation.

CASES, COVERS & MORE is located in a mall with 100 retail stores anchored by two large department stores. The CASES, COVERS & MORE store is located near one of the large anchor department stores that is popular with all age demographics. The anchor store brings heavy traffic past Cases, Covers & More. Leasing rates for the 1,000 square foot space CASES, COVERS & MORE occupies is \$25,000/year.

While CASES, COVERS & MORE is still making a profit, sales have been slowly declining. The store is no longer able to afford the costly lease. With the lease up for renewal in 3 months, you have come up with two possible solutions to the costly lease.

**Solution 1:** Lease a different retail space on the other side of the mall. The space is slightly larger, but because of location within the mall, the 1,200 square foot space would be just \$20,000/year. The space is located near the customer service center and the entrance to the food court, which typically has less traffic than other areas of the mall.

**Solution 2:** Purchase and then rent space for a kiosk. An initial payment of \$3,000 would purchase the kiosk and rent would be \$12,000/year. The kiosk would be located near the current CASES, COVERS & MORE location, in an area near the entrance to the large anchor store. Given the smaller space, only half of CASES, COVERS & MORE products could remain in inventory.

You would like the store manager (participant) to weigh the pros and cons of each solution and make a final recommendation.

The store manager (participant) will share the pros and cons and make a final recommendation to you in a role-play to take place in your office. You will begin the role-play by greeting the store manager (participant) and asking to hear his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Would less staff be needed if we choose the kiosk?
2. What does the future of shopping malls look like?
3. Can you think of any other possible solutions besides the two listed?

Once the store manager (participant) has shared the pros and cons, made a final recommendation and has answered your questions, you will conclude the role-play by thanking the manager (participant) for the work.

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

**JUDGE'S EVALUATION FORM**  
**APPAREL AND ACCESSORIES MARKETING**  
**STATE EVENT I 2011**

**DID THE PARTICIPANT:**

**1. Determine factors affecting business risk?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately determined factors affecting business risk.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively determined factors affecting business risk.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively determined factors affecting business risk.
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**2. Explain how organizations adapt to today's markets?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately explained how organizations adapt to today's markets.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively explained how organizations adapt to today's markets.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively explained how organizations adapt to today's markets.
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**3. Describe factors that affect the business environment?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately described factors that affect the business environment.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively described factors that affect the business environment.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively described factors that affect the business environment.
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**4. Explain the nature of overhead/operating costs?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately explained the nature of overhead/operating costs.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively explained the nature of overhead/operating costs.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively explained the nature of overhead/operating costs.
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**5. Explain the role of situation analysis in the marketing planning process?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately explained the role of situation analysis in the marketing planning process.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively explained the role of situation analysis in the marketing planning process.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively explained the role of situation analysis in the marketing planning process.
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**6. Overall impression and response to the judge's questions.**

<b>Below Expectations</b> 2, 3, 4 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	<b>Meets Expectations</b> 5, 6, 7 Demonstrated the specified skills; answered the judge's questions effectively.	<b>Exceeds Expectations</b> 8, 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.
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**Please be sure to make comments on each participant's Scantron form.**



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Merchandising

**INSTRUCTIONAL AREA**  
Selling / Promotion

## **APPAREL AND ACCESSORIES MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

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2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Identify types of public-relations activities.
2. Discuss internal and external audiences for public-relations activities.
3. Explain the use of brand names in selling.
4. Explain key factors in building a clientele.
5. Discuss motivational theories that impact buying behavior.



## EVENT SITUATION

You are to assume the role of marketing manager of MOXIE, a popular and successful national clothing company. The CEO (judge) has asked you to develop a public relations plan for a recent collaboration with a children's museum.

MOXIE is the number one clothing retailer in the United States among men and women aged 18-39 years old. MOXIE is known for its trendy clothing, hip advertising campaigns and involvement with children's charities.

*The American Children's Museum* is located in a major metropolitan city. It is the most respected children's museum in the country, boasting ten major exhibits and several Awards for Excellency in youth education. The museum has a large gift shop that sells souvenirs, educational toys and clothing. An impressive 25% of sales in the museum gift shop is donated to a children's education foundation.

MOXIE has agreed to be the exclusive clothing company for *The American Children's Museum*. MOXIE will be designing, producing and distributing five custom T-shirts that will be sold in the museum's gift shop. The museum will still give 25% of all T-shirt sales to the children's education foundation, and keep 50% of sales for the museum. This leaves MOXIE with 25% profit on all T-shirt purchases. While MOXIE is proud to be partnering with the museum, the CEO feels that a public relations plan is needed to bring attention to the partnership to boost sales. The CEO wants you to develop a public relations plan that will include ways to sell the museum T-shirts to those not visiting the museum.

You will present the public relations plan to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the public relations plan and have answered the CEO's (judge's) questions, the CEO (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. Performance Indicators
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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.

**Please be sure to make comments on each participant's Scantron form.**

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of CEO of MOXIE, a popular and successful national clothing company. You have asked the marketing manager (participant) to develop a public relations plan for a recent collaboration with a children's museum.

MOXIE is the number one clothing retailer in the United States among men and women aged 18-39 years old. MOXIE is known for its trendy clothing, hip advertising campaigns and involvement with children's charities.

*The American Children's Museum* is located in a major metropolitan city. It is the most respected children's museum in the country, boasting ten major exhibits and several Awards for Excellency in youth education. The museum has a large gift shop that sells souvenirs, educational toys and clothing. An impressive 25% of sales in the museum gift shop is donated to a children's education foundation.

MOXIE has agreed to be the exclusive clothing company for *The American Children's Museum*. MOXIE will be designing, producing and distributing five custom T-shirts that will be sold in the museum's gift shop. The museum will still give 25% of all T-shirt sales to the children's education foundation, and keep 50% of sales for the museum. This leaves MOXIE with 25% profit on all T-shirt purchases. While MOXIE is proud to be partnering with the museum, you feel that a public relations plan is needed to bring attention to the partnership to boost sales. You

want the marketing manager (participant) to develop a public relations plan that will include ways to sell the museum T-shirts to those not visiting the museum.

The marketing manager (participant) will present the public relations plan to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing manager (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 sales are so important to us, why did we agree to this partnership?
2. Aside from MOXIE'S target market of 18-39 year olds, who should be included in the target market for the museum T-shirts?
3. Other than sales, how can we measure the effectiveness of the public relations plan?

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

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

**JUDGE'S EVALUATION FORM**  
**APPAREL AND ACCESSORIES MARKETING**  
**STATE EVENT 2 2011**

**DID THE PARTICIPANT:**

**1. Identify types of public-relations activities?**

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately identified types of public-relations activities.

**Meets Expectations**

**12, 13, 14, 15**

Effectively identified types of public-relations activities.

**Exceeds Expectations**

**16, 17, 18**

Very effectively identified types of public-relations activities.

**2. Discuss internal and external audiences for public-relations activities?**

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately discussed internal and external audiences for public-relations activities.

**Meets Expectations**

**12, 13, 14, 15**

Effectively discussed internal and external audiences for public-relations activities.

**Exceeds Expectations**

**16, 17, 18**

Very effectively discussed internal and external audiences for public-relations activities.

**3. Explain the use of brand names in selling?**

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained the use of brand names in selling.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained the use of brand names in selling.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained the use of brand names in selling.

**4. Explain key factors in building a clientele?**

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained key factors in building a clientele.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained key factors in building a clientele.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained key factors in building a clientele.

**5. Discuss motivational theories that impact buying behavior?**

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately discussed motivational theories that impact buying behavior.

**Meets Expectations**

**12, 13, 14, 15**

Effectively discussed motivational theories that impact buying behavior.

**Exceeds Expectations**

**16, 17, 18**

Very effectively discussed motivational theories that impact buying behavior.

**6. Overall impression and response to the judge's questions.**

**Below Expectations**

**2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

**Please be sure to make comments on each participant's Scantron form.**



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Merchandising

**INSTRUCTIONAL AREA**  
Product/Service Management

## **APPAREL AND ACCESSORIES MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Evaluate vendor's merchandise.
2. Determine customer/client needs.
3. Identify components of a retail image.
4. Explain business ethics in product/service management.
5. Choose vendors.

## EVENT SITUATION

You are to assume the role of vice-president of marketing for THE DEEP END, a chain of retail clothing stores. The president (judge) has asked for your recommendation on a possible addition to the store's merchandise offerings.

THE DEEP END is a chain of trendy retail clothing stores targeted to both males and females ages 18-24. Formed in 1997, THE DEEP END sells its products from forty-eight mall locations as well as online. Ninety percent of sales are from the brick and mortar stores. The product line has been described as daring, cutting-edge and even "in-your-face". Merchandise includes jeans, outerwear, tops, sweaters, skirts, underwear, fragrances, and even flip-flops. The brands carried are a mix of popular designers as well as the chain's house brand.

For years, critics have accused THE DEEP END of being provocative and sexually suggestive in some of its styles and designs. The retailer responds that fashion is constantly changing and "we're just giving our customers what they want".

Last week, your buyer was approached by a representative from an online business that has quickly become controversial because of its latest line of t-shirts and tanks. The tops carry not-so-subtle messages which contain obscenities and sexually explicit language. School administrators who have seen the tops have immediately banned students from wearing them. Parent groups have also aggressively spoken out against the tops. The tops have even been a topic of discussion on some daytime television talk shows.

While the tops have not been popular with parents and school officials, they have generated a lot of sales in addition to controversy. The sales rep from the online business told THE DEEP END'S buyer that the tops would be "just perfect for your store's customers and image".

The buyer for THE DEEP END has spoken with the president (judge) about the new line of tops being considered, and has stated that they are indeed as controversial as described. However, THE DEEP END'S target customers are adults and maybe they should have the right to decide for themselves on whether to buy the tops or not. The president (judge) has requested to meet with you to obtain your analysis and recommendation on the t-shirts and tank tops. Specifically:

- List and explain the advantages and disadvantages of going ahead and purchasing the t-shirts and tanks.
- State the potential consequences which could result from purchasing and not purchasing the tops.
- Give your recommendation whether to purchase or not purchase the tops and provide your rationale.

You will present your ideas and recommendation to the president (judge) in a role-play to take place in the president's (judge's) office. The president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented and have answered the president's (judge's) questions, the president (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. Performance Indicators
3. Event Situation
4. Judge Role-play 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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of president of THE DEEP END, a chain of retail clothing stores. You have asked your vice-president of marketing (participant) for a recommendation regarding a possible addition to the store's merchandise offerings.

THE DEEP END is a chain of trendy retail clothing stores targeted to both males and females ages 18-24. Formed in 1997, THE DEEP END sells its products from forty-eight mall locations as well as online. Ninety percent of sales are from the brick and mortar stores. The product line has been described as daring, cutting-edge and even "in-your-face". Merchandise includes jeans, outerwear, tops, sweaters, skirts, underwear, fragrances, and even flip-flops. The brands carried are a mix of popular designers as well as the chain's house brand.

For years, critics have accused THE DEEP END of being provocative and sexually suggestive in some of its styles and designs. The retailer responds that fashion is constantly changing and "we're just giving our customers what they want".

Last week, your buyer was approached by a representative from an online business that has quickly become controversial because of its latest line of t-shirts and tanks. The tops carry not-so-subtle messages which contain obscenities and sexually explicit language. School administrators who have seen the tops have immediately banned students from wearing them. Parent groups have also aggressively spoken out against the tops. The tops have even been a topic of discussion on some daytime television talk shows.

While the tops have not been popular with parents and school officials, they have generated a lot of sales in addition to controversy. The sales rep from the online business told THE DEEP END'S buyer that the tops would be "just perfect for your store's customers and image".

The buyer for THE DEEP END has spoken with you about the new line of tops being considered, and has stated that they are indeed as controversial as described. However, THE DEEP END'S target customers are adults and maybe they should have the right to decide for themselves on whether to buy the tops or not. You have requested to meet with the vice-president of marketing (participant) to obtain his/her analysis and recommendation on the t-shirts and tank tops. Specifically, you have asked the vice-president of marketing (participant) to:

- List and explain the advantages and disadvantages of going ahead and purchasing the t-shirts and tanks.
- State the potential consequences which could result from purchasing and not purchasing the tops.
- Give his/her recommendation whether to purchase or not purchase the tops and provide your rationale.

The vice-president of marketing (participant) will present his/her ideas and recommendation to you in a role-play to take place in your office. You will begin the role-play by greeting the vice-president (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. What are some of the ways that a retail chain like THE DEEP END can determine emerging fashion trends?
2. In evaluating a vendor, to what extent does it matter how long the vendor has been in existence?

Once the vice-president of marketing (participant) has presented his/her ideas and recommendation and has answered your questions, you will conclude the role-play by thanking the vice-president (participant) for the work.

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



**JUDGE'S EVALUATION FORM**  
**AAM 2012**  
**STATE EVENT #1**

**DID THE PARTICIPANT:**

**1. Evaluate vendor's merchandise?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately evaluated the vendor's merchandise.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively evaluated the vendor's merchandise.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively evaluated the vendor's merchandise.
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**2. Determine customer/client needs?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately determined customer/client needs.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively determined customer/client needs.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively determined customer/client needs.
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**3. Identify components of a retail image?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately identified components of a retail image.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively identified components of a retail image.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively identified components of a retail image.
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**4. Explain business ethics in product/service management?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately explained business ethics in product/service management.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively explained business ethics in product/service management.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively explained business ethics in product/service management.
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**5. Choose vendors?**

<b>Below Expectations</b> 6, 7, 8, 9, 10, 11 Adequately chose vendors.	<b>Meets Expectations</b> 12, 13, 14, 15 Effectively chose vendors.	<b>Exceeds Expectations</b> 16, 17, 18 Very effectively chose vendors.
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**6. Overall impression and response to the judge's questions.**

<b>Below Expectations</b> 3, 4, 5 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	<b>Meets Expectations</b> 6, 7, 8 Demonstrated the specified skills; answered the judge's questions effectively.	<b>Exceeds Expectations</b> 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.
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**Please be sure to make comments on each participant's Scantron form.**



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Merchandising

**INSTRUCTIONAL AREA**  
Operations

## **APPAREL AND ACCESSORIES MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Explain the importance of merchandising to retailers.
2. Devise/Enact merchandise security measures to minimize inventory shrinkage.
3. Maintain displays.
4. Explain employee's role in expense control.
5. Explain policies/procedures for handling shoplifters.

## EVENT SITUATION

You are to assume the role of assistant manager of BUCK'S LEATHER, a chain of retail leather stores. Your store manager (judge) has asked for your recommendations to prevent a form of retail theft.

BUCK'S LEATHER operates a chain of twenty-five retail leather stores. Featuring high-end jackets, vests, shoes, belts, handbags, and gloves; the chain targets fashion-forward males and females under the age of thirty-five. Given the chic nature of the merchandise, it is not surprising that all stores are found in upscale shopping districts with most BUCK'S LEATHERS being located in malls. Your store is located in a regional mall, *The Plaza*.

This morning your store received an operational alert sent out by the corporate office to all BUCK'S LEATHER stores. The alert warned of a recent retail theft incident that occurred at another BUCK'S LEATHER location. A technique labeled the "grab and dash" was described as where a shoplifter grabs an armful of hanging items displayed at the store entrance and sprints through the mall. Waiting outside the nearest mall entrance is an accomplice in a car who then drives the shoplifter and the merchandise away. This one incident resulted in the loss of nearly \$2,000 of merchandise at retail value.

Your store manager (judge) plans to call a store meeting in the next few days to inform all employees about the "grab and dash" technique. In preparation for that meeting, the manager has requested to meet with you to obtain your recommendations to reduce the likelihood of an incident like this happening in your store. Specifically:

- Explain the importance of merchandising to BUCK'S LEATHER.
- Explain why the "grab and dash" is a shoplifter technique that could possibly be attempted at a retailer such as BUCK'S LEATHER.
- List and explain preventive strategies that may serve to deter shoplifters from attempting to use the "grab and dash" at your store.
- Explain what store employees should do if they see a "grab and dash" occur.

You will present to the store manager (judge) in a role-play to take place in the manager's office. The manager will begin the role-play by greeting you and asking to hear your ideas. After you have presented and have answered the manager's questions, the manager 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. Performance Indicators
3. Event Situation
4. Judge Role-play 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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of store manager of BUCK'S LEATHER, a chain of retail leather stores. You have asked your assistant manager (participant) for recommendations to prevent a form of retail theft.

BUCK'S LEATHER operates a chain of twenty-five retail leather stores. Featuring high-end jackets, vests, shoes, belts, handbags, and gloves; the chain targets fashion-forward males and females under the age of thirty-five. Given the chic nature of the merchandise, it is not surprising that all stores are found in upscale shopping districts with most BUCK'S LEATHERS being located in malls. Your store is located in a regional mall, *The Plaza*.

This morning your store received an operational alert sent out by the corporate office to all BUCK'S LEATHER stores. The alert warned of a recent retail theft incident that occurred at another BUCK'S LEATHER location. A technique labeled the "grab and dash" was described as where a shoplifter grabs an armful of hanging items displayed at the store entrance and sprints through the mall. Waiting outside the nearest mall entrance is an accomplice in a car who then drives the shoplifter and the merchandise away. This one incident resulted in the loss of nearly \$2,000 of merchandise at retail value.

You plan to call a store meeting in the next few days to inform all employees about the "grab and dash" technique. In preparation for that meeting, you have requested to meet with your assistant manager (participant) to obtain his/her recommendations to reduce the likelihood of an incident like this happening in your store. Specifically, the assistant manager (participant) is to:

- Explain the importance of merchandising to BUCK'S LEATHER.
- Explain why the "grab and dash" is a shoplifter technique that could possibly be attempted at a retailer such as BUCK'S LEATHER.
- List and explain preventive strategies that may serve to deter shoplifters from attempting to use the "grab and dash" at your store.
- Explain what store employees should do if they see a "grab and dash" occur.

The assistant manager (participant) will present to you in a role-play to take place in your office. You will begin the role-play by greeting the assistant (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. Would you hire someone who, on a pre-employment test, admitted to having shoplifted? Please explain.
2. As a general rule, how often do you believe that in-store displays should be changed? Please explain.

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

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

# JUDGE'S EVALUATION FORM

AAM 2012  
STATE EVENT #2

## DID THE PARTICIPANT:

### 1. Explain the importance of merchandising to retailers?

<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
6, 7, 8, 9, 10, 11 Adequately explained the importance of merchandising to retailers.	12, 13, 14, 15 Effectively explained the importance of merchandising to retailers.	16, 17, 18 Very effectively explained the importance of merchandising to retailers.

### 2. Devise/Enact merchandise security measures to minimize inventory shrinkage?

<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
6, 7, 8, 9, 10, 11 Adequately devised/enacted merchandise security measures to minimize inventory shrinkage.	12, 13, 14, 15 Effectively devised/enacted merchandise security measures to minimize inventory shrinkage.	16, 17, 18 Very effectively devised/enacted merchandise security measures to minimize inventory shrinkage.

### 3. Maintain displays?

<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
6, 7, 8, 9, 10, 11 Adequately maintained displays.	12, 13, 14, 15 Effectively maintained displays.	16, 17, 18 Very effectively maintained displays.

### 4. Explain employee's role in expense control?

<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
6, 7, 8, 9, 10, 11 Adequately explained the employee's role in expense control.	12, 13, 14, 15 Effectively explained the employee's role in expense control.	16, 17, 18 Very effectively explained the employee's role in expense control.

### 5. Explain policies/procedures for handling shoplifters?

<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
6, 7, 8, 9, 10, 11 Adequately explained policies/procedures for handling shoplifters.	12, 13, 14, 15 Effectively explained policies/procedures for handling shoplifters.	16, 17, 18 Very effectively explained policies/procedures for handling shoplifters.

### 6. Overall impression and response to the judge's questions.

<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
3, 4, 5 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	6, 7, 8 Demonstrated the specified skills; answered the judge's questions effectively.	9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Please be sure to make comments on each participant's Scantron form.