



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

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 role of promotion as a marketing function.
2. Describe the use of technology in the promotion function.
3. Identify promotional messages that appeal to targeted markets.
4. Identify strategies for attracting targeted audience to website.
5. Explain considerations in developing viral marketing campaigns.

EVENT SITUATION

You are to assume the role of Associate Manager of Trendz, a clothing and accessory store featuring all the latest trends and fashions but at an affordable price. The store features styles from casual weekend wear to the latest trends for the office and casual evening wear.

You will be meeting with your store manager to discuss ideas on how to incorporate social media into your promotional campaign for the new season.

Retailers have spent the last few years improving the shopping experience on their websites. But the rise of social media is changing the online climate. And the emergence of mobile as a major shopping channel is putting new power into consumers' hands. Retailers need to leverage four trends that are transforming the retail arena:

1. Shopping is Social; shoppers are seeking out user-generated content about products and services
2. Millennials are setting the tone; by 2017 millennials will have more spending power than any other generation; retailers must adapt to their unique shopping style to stay relevant.
3. Mobile is the medium; by the end of this year, more than 50% of all people in the US will have a smartphone. It is estimated that mobile traffic will account for 40% of all traffic.
4. Omnichannel equals a seamless experience; retailers must blend the online and offline (its digital and physical) into one seamless shopping experience. Examples: a consumer can add items to her shopping cart online and see them when resuming shopping on her iPhone; consistent pricing and promotions across all channels.

During your meeting, you will need to present the following:

- Identify the consumer group you are targeting.
- Set up a plan to promote the store on Facebook and Twitter, with 2 to 3 specific ways to attract new customers

You will present your promotional outline to the manager (judge) in a role-play to take place in the manager's (judge's) office. The manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented and answered the manager's (judge's) questions, the 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. 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 Manager of Trendz, a clothing and accessory store featuring all the latest trends and fashions but at an affordable price. The store features styles from casual weekend wear to the latest trends for the office and casual evening wear.

You will be meeting with your associate manager to discuss ideas on how to incorporate social media into your promotional campaigns.

Retailers have spent the last few years improving the shopping experience on their websites. But the rise of social media is changing the online climate. And the emergence of mobile as a major shopping channel is putting new power into consumers' hands. Retailers need to leverage four trends that are transforming the retail arena:

1. Shopping is Social; shoppers are seeking out user-generated content about products and services
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3. Mobile is the medium; by the end of this year, more than 50% of all people in the US will have a smartphone. It is estimated that mobile traffic will account for 40% of all traffic.
4. Omnichannel equals a seamless experience; retailers must blend the online and offline (its digital and physical) into one seamless shopping experience. Examples: a consumer

can add items to her shopping cart online and see them when resuming shopping on her iPhone; consistent pricing and promotions across all channels.

You have requested to hear your associate manager's (participant's) ideas on the following:

- Identify the consumer group you are targeting.
- Set up a plan to promote the store on Facebook and Twitter, with 2 to 3 specific ways to attract new customers
- Incorporate social media promotions to increase website/app traffic

The associate manager (participant) will present his/her ideas for the new social media promotional campaign in a role play to take place in your office. You will begin the role-play by greeting the associate manager (participant) and asking to hear his/her ideas.

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

1. How do you plan on reaching customers who aren't familiar with social media?
Answers will vary but might include:
 1. Have free workshops at the store to help customers become familiar with Social media.
 2. Hold different in-store promotions for those customers not familiar with social media

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

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

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.

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, 2014**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: Promotion

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe the use of technology in the promotion function	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Identify promotional messages that appeal to targeted markets	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Identify strategies for attracting targeted audience to website	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain considerations in developing viral marketing campaigns	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						