



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Product Service Management

**BUSINESS SERVICES 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. Communicate core values of a product/service
2. Explain the role of product/service branding
3. Describe factors used by marketers to position products/services
4. Explain the role of promotion as a marketing function
5. Explain the nature of a promotional plan

## **EVENT SITUATION**

You are to assume the role of a **MARKETING CONSULTANT** at **CREATIVE PRESS**, a full service marketing agency specializing in brand development. Creative Press services many businesses throughout the area to reach company goals. Creative Press prides itself in listening to its clients where they build the strategic framework business brands need to be grounded in something ownable and positioned for success. Creative Press specializes in promotion, public relations, social media, direct marketing, and digital media.

Your client you are currently working with is **ABC Sports**. **ABC Sports** is located in a city of 60,000 people and has been in business for over 25 years. **ABC** carries a full line of sporting goods for all seasons and prides itself in its hometown customer service and customer needs. **ABC** also has special services such as ski rentals and skate sharpening for in the winter months. Over the past five years **ABC Sports** has encountered a steady decline in sales due to larger retailers such as **Wal-Mart** and **Dicks Sporting Goods** as well as online giants such as **Amazon**. The Owner of **ABC Sports** (judge) realizes that something needs to be done otherwise **ABC Sports** will have to close its doors.

The owner has asked you to come up with a rebranding strategy and has asked you to determine best on how to promote **ABC Sports** on a limited budget. The owner wants its current customers and potential customers to be reminded why **ABC Sports** is a better choice than the other retail giants.

You will present your ideas to the owner in a role-play to take place at **Creative Press**. The marketing consultant will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's questions, they 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**

The student is to assume the role of a marketing consultant at Creative Press, a full service marketing agency specializing in brand developing. Creative Press services many business throughout the area to reach company goals. Creative Press prides itself in listening to its clients where they build the strategic framework businesses brands need to be grounded in something own-able and positioned for success. Creative Press specializes in promotion, public relations, social media, direct marketing, and digital media.

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You are to assume the role of MR./MS. GREENBAR, the OWNER of CREATIVE PRESS, and have asked the student to come up with a rebranding strategy. In addition, you have asked the student how to determine best on how to promote ABC Sports on a limited budget. Keep in mind you want your current customers and potential customers to be reminded why ABC Sports is a better choice than the other retail giants. The student will present his/her ideas to you in a role-

play to take place at your business, Creative Press. The student will begin the role-play by greeting you and present their ideas to you. After he/she has presented their ideas and have answered your questions, you will conclude the role-play by thanking the student for their work.

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

1. How can you tell if your ideas are effective?
  - a. *Possible Solutions: Maintain customer base (repeat customers) and obtain new customers. Remain consistent and possibly increase sales. Get customer feedback and make improvements where necessary.*
2. Will we have to lower prices to compete?
  - a. *Possible Solutions: Not necessarily. The key is to provide a better overall customer experience which starts with overall customer service. Maybe they will have to have a better web/social media presence, etc. They could also increase the amount of promotions they have, etc. A wide interpretation of answers can be accepted.*
3. What if we were working on a limited budget? What areas of your promotional plan could you cut?
  - a. *Possible Solutions: Answers will vary. Cut advertising costs and create more of a social presence. Utilize all social media platforms, etc. Focus on Public Relations and Direct Marketing. Focus on the personal selling aspect.*

Once the participant has answered your questions, you will conclude the meeting by thanking the participant for their work.

You are not to make any 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.

### Performance Indicator Information

1. **Communicate core values of a product/service:** As a business owner, what are your core values of the product and services you are offering to your customers?
2. **Explain the role of product/service branding:** How do you set your product/service apart from your customers? What are your strategies? What is your identity?
3. **Describe factors used by marketers to position products/services:** Product positioning refers to the efforts a business makes to identify, place, and sell its products in the marketplace. It creates an image of a product that sets it apart from the competition. To position products in the marketplace many strategies can be used including: positioning by price, features and benefits, relation to the competition and in relation to other products in a product line.
4. **Explain the role of promotion as a marketing function:** Helps in the exposure or sale of a product. Companies use promotional techniques to enhance their public reputation and image, and persuade people to value their products.
5. **Explain the nature of a promotional plan:** The nature of the promotional plan is a combination of advertising, sales, selling, promotion, direct marketing, and public relation strategies used to reach company goals.



**BUSINESS SERVICES MARKETING SERIES,  
2018**

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

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA  
Product Service Management**

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>					
1.	Communicate core values of a product/service	10-11	12-13	14	
2.	Explain the role of product/service branding	10-11	12-13	14	
3.	Describe factors used by marketers to position products/services	10-11	12-13	14	
4.	Explain the role of promotion as a marketing function	10-11	12-13	14	
5.	Explain the nature of a promotional plan	10-11	12-13	14	
<b>21<sup>st</sup> CENTURY SKILLS</b>					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
<b>TOTAL SCORE</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 70-89th 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 50-69th percentile of business personnel performing this performance indicator