



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Emotional Intelligence

**MARKETING COMMUNICATIONS 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. Maintain composure when receiving/delivering bad news
2. Determine and respond appropriately to personality types
3. Create a public-service announcement
4. Create promotional signage
5. Gain commitment from client

## EVENT SITUATION

You are to assume the role of the STORE MANAGER at LOU'S CREATIONS, a local retail store that specializes in homemade soaps, greeting cards, and costume jewelry that is located in a popular downtown district. All items showcased at Lou's Creations are hand crafted by Lou, and as the store manager, you are responsible for the operations, marketing, and management of Lou's Creations.

Recently Lou's Creations has conducted a direct mail coupon campaign to encourage patrons to purchase Valentine's Day cards from a local company rather than a large retailer. The following methods were used to reach customers:

- Coupon was mailed to all customers who provided a mailing address.
- E-mail was sent to all customers who provided an email address.
- Coupon was posted on the Lou's Creations social media page.

Unfortunately, there was a misprint in the coupon and it wasn't realized until after the coupon was delivered to all audiences.

- ✓ The intended coupon offer was "buy 2, get 2 free greeting cards; valid February 2017."
- ✗ The misprint on the coupon stated "buy 2, get **20** free greeting cards; valid February 2017."

You have informed the owner of the error, and they have asked you to create a promotional sign to place at the front of the store and at the registers that communicates with customers that Lou's Creations will be honoring the "**buy 2, get 2 greeting cards**" coupon, but not the misprinted coupon. In addition, create a similar public service announcement via email, social media, and for store customers to be shared.

A customer (judge) has come to you and is upset that the "buy 2, get 20 free greeting cards; valid February 2017" coupon is not being honored. The customer has brought in a hard copy of the original coupon and is insisting that 20 cards be given for free with the purchase of 2 greeting cards.

The customer (judge) will begin by greeting you and asking to have the coupon honored. The goal is to gain the commitment of the customer and complete the sale. During the meeting, please share the promotional sign and online public service announcement with the customer.

After you have presented your solution and have answered the customer's questions, they will conclude the meeting by thanking 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. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

The participant will assume the role of the store manager at LOU'S CREATIONS, a local retail store that specializes in homemade soaps, greeting cards, and costume jewelry that is located in a popular downtown district. All items showcased at Lou's Creations are hand crafted by Lou, and the student is responsible for the operations, marketing, and management of Lou's Creations.

Recently Lou's Creations has conducted a direct mail coupon campaign to encourage patrons to purchase Valentine's Day cards from a local company rather than a large retailer. The following methods were used to reach customers:

- Coupon was mailed to all customers who provided a mailing address.
- E-mail was sent to all customers who provided an email address.
- Coupon was posted on the Lou's Creations social media page.

Unfortunately, there was a misprint in the coupon and it wasn't realized until after the coupon was delivered to all audiences.

- ✓ The intended coupon offer was "buy 2, get 2 free greeting cards; valid February 2017."
- ✗ The misprint on the coupon stated "buy 2, get **20** free greeting cards; valid February 2017."

The student has informed the owner of the error, and they have asked the student to create a promotional sign to place at the front of the store and at the registers that communicates with customers that Lou's Creations will be honoring the "**buy 2, get 2 greeting cards**" coupon, but not the misprinted coupon. In addition, they must create a similar public service announcement via email, social media, and for store customers to be shared.

You (judge) will serve as the CUSTOMER, and have come to the store manager (student) because you are upset that the "buy 2, get 20 free greeting cards; valid February 2017" coupon is not being honored. You (judge) have brought in a hard copy of the original coupon and are insisting that 20 cards be given for free with the purchase of 2 greeting cards.

You (judge) will begin the role-play by greeting the student and asking to have the coupon honored. The store manager's goal is to gain your commitment and complete the sale. During the meeting, they should share the promotional sign and online public service announcement with you.

After the store manager (participant) has presented their solution and has answered your questions, you will conclude the meeting by thanking them for their assistance.

#### Judge Questions/Possible Solutions

During the meeting you are to ask the following questions of each participant:

1. This error is on the part of your company. Why can't you just honor the coupon?
  - a. *Unfortunately we cannot honor the coupon. It was a misprint and we are unable to give away that many cards for free because it would hurt our small company too much. Unfortunately I cannot offer any more than that.*
2. Why didn't your company communicate with the customers?
  - a. *We did do the best that we could to communicate, but unfortunately, we weren't able to reach everyone, like you. We did send an email, as well as update our social media post, and post signs in store. I am so sorry for your frustration.*
3. The coupon has a written offer. How is it fair that I cannot redeem it as listed?
  - a. *I do understand that it is a written offer, and apologize for the mistake. However, it was indeed an error and it was not our intent to offer an additional 18 cards at no cost. I hope you can understand that as a small business, we are not in a position to give away 20 cards at no cost. I am sorry.*

## 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.



**MARKETING COMMUNICATIONS, 2017**

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

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

**INSTRUCTIONAL AREA: EMOTIONAL INTELLIGENCE**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Maintain composure when receiving/delivering bad news	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Determine and respond appropriately to personality types	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Create a public-service announcement	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Create promotional signage	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Gain commitment from client	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						