



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

MARKETING MANAGEMENT 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. Write a news release.
2. Obtain publicity.
3. Explain the role of promotion as a marketing function.
4. Select advertising media.
5. Use proper grammar and vocabulary.

EVENT SITUATION

You are to assume the role of a **Copywriter** for a **small advertising firm**. Your firm has been hired by the owner Mr./Miss Daryl Blevins (judge) of Quick Lube, a service station with four mechanical bays, to implement a publicity campaign on how Quick Lube is dealing with bad publicity from an employee and assistant manager. Quick Lube has a total of eight employees including an owner, manager, assistant manager, administrative assistant, and four automotive technicians. Central to the campaign is a press release that you have been assigned to write and present to the owner (judge).

Daryl Blevins (judge) is initiating this campaign because of recent events. The past four months the employee and assistant manager have been claiming vehicles needed expensive repairs or lied about repair work that was never completed. Over fifty complaints have been received by the owner and proven to be true. The owner (judge) of the station is extremely conscious of the damage these two former employees have caused to the businesses reputation. The owner (judge) does not want to be associated with these employees. In your previous meeting with the owner, you learned the following information about Quick Lube.

- Been in business for 10 years longer than any other service station in the community
- Is highly involved with the community, especially the local elementary school
- Employees volunteered time to install new playground equipment at elementary school
- Recycles all fluids, including oil, transmission and coolant
- Member of the local Chamber of Commerce
- Independently owned and operated
- Welcome the new assistant manager and new automotive technician

You have been asked, by the owner Daryl Blevins (judge), to write a press release draft that will inform the public how Quick Lube has changed in the past few weeks. You are to present your press release draft to the owner (judge) and make suggestions on how to distribute this release. The role-play will take place in the conference room of the advertising firm and will begin with the owner (judge) asking to see the draft of the release. The role-play will be concluded by the owner (judge) thanking you for your ideas.

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 Daryl Blevins, an owner for a Quick Lube, automotive repair business. Your business has hired a small advertising firm to implement a publicity campaign on how Quick Lube is dealing with bad publicity from an employee and assistant manager. As you know Quick Lube has a total of eight employees including an owner, manager, assistant manager, administrative assistant, and four automotive technicians. Central to the campaign is a press release that you assigned to have the small advertising firm write and present to you.

You are initiating this campaign because of recent events. Over the past four months the employee and assistant manager have been claiming vehicles needed expensive repairs or lied about repair work that was never completed. Over fifty complaints have been received by you the owner and proven to be true. You are extremely conscious of the damage these two former employees have caused to the businesses reputation. You do not want to be associated with these employees.

In the previous meeting with the small advertising firm, you presented the following information about Quick Lube:

- Been in business for 10 years longer than any other service station in the community
- Is highly involved with the community, especially the local elementary school
- Employees volunteered time to install new playground equipment at elementary school
- Recycles all fluids, including oil, transmission and coolant
- Member of the local Chamber of Commerce
- Independently owned and operated
- Welcome the new assistant manager and new automotive technician

You have asked the copywriter from the advertising firm to write a press release draft that will inform the public how Quick Lube has changed in the past few weeks and yet has a long tradition of serving the community. The copywriter will present the press release draft to you the owner (judge) and make suggestions on how to distribute this release.

The role-play will take place in the conference room of the advertising firm. You are to begin the role-play by asking the copywriter (participant) to show you the press release draft and to explain his/her ideas for distributing the release.

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

1. How do you feel this press release will set me apart from the other automotive repair businesses?
 - a. *Possible Solution: They should admit to some element of guilt. Work towards a re-established image.*
2. What actions do you feel Quick Lube should take following the release of this information?
 - a. *Possible Solutions: Open house invite; coupon redemption; raffles or prizes; sponsorship of community team; share testimonials from loyal customers.*
3. How should you respond to follow-up questions from the civic association, media and other local organizations?
 - a. *Possible Solution: See #'s 1 & 2. Own the problem and illustrate how the company's current actions will positively change the future of the company.*

Once the copywriter (participant) has explained the situation and answered your questions, you may conclude the role-play by thanking the participant for his/her ideas and time.

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.

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.



MARKETING MANAGEMENT SERIES, 2016

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

INSTRUCTIONAL AREA: PROMOTION

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

		0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
1.	Write a news release	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Obtain publicity	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	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	
4.	Select advertising media	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Use proper grammar and vocabulary	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						