



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Information Management

## **PRINCIPLES OF MARKETING 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. Assess information needs
2. Obtain needed information efficiently
3. Discuss the nature of information management
4. Store information for future use

## INTERVIEW SITUATION

You are to assume the role of a **Candidate for an Internship** at the **Headquarters of Rotary International**, a non-profit business founded in 1905 that consists of dedicated people who share a passion for community service and friendship. Rotary got its name from the initial concept of the club members rotating the location of each month's meetings to a different member's business/office. Rotary focuses their efforts both locally and across the globe in six areas:

- promoting peace
- preventing diseases
- providing access to clean water and sanitation
- enhancing maternal and child health
- improving basic education and literacy
- helping communities develop

Rotary is one of the top 15 non-profits on the web and uses over 90% of its funding for program expenses. Funding for Rotary International is based on donations and fundraising programs on the local, state, and international level. You have submitted your résumé to intern in the marketing department which is responsible for soliciting and acknowledging monetary donations from businesses and the general public as well as coordinating fundraising efforts at the local, state, and international levels. The human resource manager (judge) has invited you in for a face-to-face interview. The rotary is interested in your understanding of the importance of partnerships in the fundraising process and the role that a donor database plays in the Rotary's ability to raise funds.

In the first part of your interview you will share your thoughts regarding the information needs of the Rotary as it relates to developing partnerships with other organizations, individuals and businesses, soliciting and acknowledging donations from the business community, and the importance of a detailed database. Following your explanation, the human resource manager will ask you to respond to additional questions.

The interview will take place in the human resource manager's (judge's) office. The human resource manager (judge) will begin the interview by greeting you and asking to hear your ideas on how proper implementation of these efforts and the use of detailed donor information can help to raise the funds needed by the Rotary. After you have provided your explanation and have answered the human resource manager's (judge's) questions, the human resource manager (judge) will conclude the interview by thanking you for your presentation.

## **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. Interview Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION**

You are to assume the role of the human resource manager at the headquarters of Rotary International, a non-profit business founded in 1905 that consists of dedicated people who share a passion for community service and friendship. Rotary got its name from the initial concept of the club members rotating the location of each month's meetings to a different member's business/office. Rotary focuses their efforts both locally and across the globe in six areas:

- promoting peace
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Rotary is one of the top 15 non-profits on the web and uses over 90% of its funding for program expenses. Funding for Rotary International is based on donations and fundraising programs on the local, state, and international level. The candidate (participant) has submitted his/her résumé to intern in the marketing department which is responsible for soliciting and acknowledging monetary donations from the businesses and the general public as well as coordinating fundraising efforts at the local, state, and international levels. You have invited the candidate (participant) into your office for a face-to-face interview. You are interested in the candidate's

(participant) understanding of the importance of partnerships in the fundraising process and the role that a donor database plays in the Rotary's ability to raise funds.

You will begin the interview by greeting the candidate (participant) and asking the candidate (participant) to share his/her thoughts regarding the information needs of the Rotary as it relates to developing partnerships with other organizations, individuals and businesses, soliciting and acknowledging donations from the business community, and the importance of a detailed database.

Following the candidate's (participant) explanation, you are to ask the following questions of each participant:

1. Why is it so important to keep records on donors and fundraising partners?
  - a. *Possible Solutions: Answers will vary, but participants may share some of the following uses for the information. Sending receipts to donors/partners for their donations, sending a thank you, recognition for donations, monthly e-mail updates, future partnership opportunities, general record keeping, etc.*
2. How can we insure our partners and donors that their information is safe with us?
  - a. *Possible Solutions: Answers will vary, but participants may mention that we don't share a data base with anyone, that we have an updated security system/firewall that protects our data, etc.*

After the candidate (participant) has provided their explanation and answered your questions, you will conclude the interview by thanking the candidate (participant) for their presentation.

## 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.



**PRINCIPLES OF MARKETING, 2016**

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

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA: INFORMATION  
MANAGEMENT**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Assess information needs	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
2.	Obtain needed information efficiently	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
3.	Discuss the nature of information management	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
4.	Store information for future use	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
5.	Overall impression and responses to the judge's questions	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
<b>TOTAL SCORE</b>						