



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Marketing/Professional Development

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. Explain marketing and its importance in a global economy
2. Describe marketing functions and related activities
3. Explain the need for innovation skills
4. Make decisions

BUSINESS SITUATION

You are a **MARKETING SPECIALIST** for the **WESTFIELD RAPTORS**, a minor league hockey team. As a marketing specialist, you have recently felt like the current policies related to marketing and branding for the organization are limiting your creativity. You and other co-workers in the marketing department are upset because you feel that you cannot be innovative and creative with the current rules related to marketing.

You feel you are in a tough position. You want to adhere to the guidelines set forth by Mr./Ms. Sanibel, the Director of Marketing (judge), but you also feel that you have a great idea that could help the Westfield Raptors bring in more season ticket holders and fans. Overall you and your co-workers feel that you could do more with social media, promotional contests, graphics, mobile marketing, and other new avenues that Westfield Hockey have not yet pursued. The policies in place were created by upper management many years ago, and you feel that they are limiting the potential for the organization.

You have communicated to Director Sanibel (judge) how you feel about the current marketing policies, and he/she would like to have a meeting with you to go over the following:

- An example of what new creative ideas you would like to use for the Westfield Raptors
- Suggestions you have outlined of updated policies/protocol that the organization should use when creating and approving marketing ideas

Director Sanibel is interested in positioning the Westfield Raptors in an innovative way to stay competitive with what other hockey team's marketing efforts have evolved into, but also wants a protocol for marketing efforts to be approved so that these initiatives stay consistent and in-line with the brand of Westfield Raptors.

The meeting will take place in Mr./Ms. Sanibel's (judge) office. He/She will begin the meeting by asking to hear one of your new and creative ideas related to promotion for the Westfield Raptors, and your outline of policies/protocols for what the marketing department should adhere to when creating and approving new marketing efforts for the organization. After presenting your ideas and answering any questions Director Sanibel has for you, he/she will conclude the meeting by 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. 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 Mr./Ms. Sanibel, the DIRECTOR OF MARKETING for the WESTFIELD RAPTORS, a minor league hockey team. One of your Marketing Specialists (participant), has recently felt like the current policies related to marketing and branding for the organization are limiting your creativity. The Marketing Specialist and their other co-workers in the marketing department are upset because they feel that they cannot be innovative and creative with the current rules related to marketing.

The Marketing Specialist (participant) feels they are in a tough position. They want to adhere to the guidelines set forth by you, the Director of Marketing (judge), but also feel that they have a great idea that could help the Westfield Raptors bring in more season ticket holders and fans. Overall the Marketing Specialist (participant) and their co-workers feel that they could do more with social media, promotional contests, graphics, mobile marketing, and other new avenues that West Field Hockey have not yet pursued. The policies in place were created by upper management many years ago and the Marketing Specialist feels that they are limiting the potential for the organization.

The Marketing Specialist (participant) has communicated to you (judge) what they feel about the current marketing policies, and you have expressed that you would like to have a meeting with them to go over the following:

- An example of what new creative ideas they would like to use for the Westfield Raptors
- Suggestions they have outlined of updated policies/protocol that the organization should use when creating and approving marketing ideas

You are interested in positioning the Westfield Raptors in an innovative way to stay competitive with what other hockey team's marketing efforts have evolved into, but also want a protocol for marketing efforts to be approved so that these initiatives stay consistent and in-line with the brand of Westfield Raptors.

The meeting will take place in your (judge) office. You will begin the meeting by asking to hear one of the Marketing Specialist's (participant) new and creative ideas related to promotion for the Westfield Raptors, and their outline of policies/protocol for what the marketing department should adhere to when creating and approving new marketing efforts for the organization.

Judge Questions/Possible Solutions:

After the Marketing Specialist (participant) has presented their ideas, you are to ask each participant the following questions:

1. Why is it important for those creating the marketing efforts of our hockey team to feel valued, supported and able to be creative and innovative?
 - a. *Possible answers could include:
Knowing that you are supported and valued as a marketing specialist can increase the likelihood that you put forth your best effort and bring your most innovative ideas to the company to improve the success of the business. When employees are valued, they are more likely to feel empowered in their position and work for the betterment of the organization.*
2. What is the purpose for having guidelines and protocols for marketing efforts within an organization?
 - a. *Possible answers could include:
Guidelines and protocols ensure that the brand a company has worked to create is maintained and not compromised. There is such a thing as going too far with inappropriate marketing tactics that do not meet a brand's standards. When you have multiple people working on marketing for an organization, you want to make sure that the brand messages are consistent and in-line with each other.*
3. How will the team measure the effectiveness of the proposed innovative ideas?
 - a. *Possible answers could address social media analytics, fan surveys/feedback, overall ticket sales, etc.*

After the Marketing Specialist (participant) is finished answering the questions you present, you will conclude the meeting by thanking you for your ideas.

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.



PRINCIPLES OF MARKETING, 2017

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Marketing/Professional Development

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain marketing and its importance in a global economy	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe marketing functions and related activities	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the need for innovation skills	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Make decisions	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						