



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Marketing Research

RETAIL MERCHANDISING 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 the nature of the sampling design process
2. Explain the nature of sample sources (e.g., MR sampling companies, general list brokers, customer lists)
3. Apply approaches to increase participant cooperation with data collection
4. Employ techniques to assess ongoing behavior (e.g., business records; manual record sheets; electronic recording devices for telephone, personal, and computer interviewing; smart cards; video recording)
5. Conduct in-depth interviews

EVENT SITUATION

You are to assume the role of **MARKETING RESEARCH MANAGER** at the **SPORTS LEADERSHIP** retail store. Your store has been experiencing a large turnover of employees, decreases in sales, and is struggling to compete against stores such as Dick's Sporting Goods, Champs, and Finish Line. Mr./Ms. Gallow, the CEO (judge), has asked you to create a plan to conduct market research within the company and with your current customers to help determine the Sports Leadership store problem.

You will be meeting with Mr./Ms. Gallow, the CEO (judge), to discuss a two-step plan of action including market research with your employees and your current customers. You will need to include the following in your plan:

- Employ techniques to assess ongoing behavior (with customers and employees)
- Conduct in-depth interviews (with a list of questions you may ask)
- Explain the nature of sampling design process
- Explain the nature of sample sources
- Apply approaches to increase participant cooperation with data collection

Once finished with your marketing research plan, you will be presenting these ideas to Mr./Ms. Gallow (judge) in their office. Mr./Ms. Gallow will begin the meeting by asking you to share your marketing research plan. Please make sure you have detailed examples of how you will assess and determine issues that are happening with Sports Leadership. After you have presented your ideas and have answered the CEO's (judge) questions, they 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. 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 Mr./Ms. Gallow, CEO for a retail company called SPORTS LEADERSHIP. Your store has been experiencing a large turnover of employees, decreases in sales, and is struggling to compete against stores such as Dick's Sporting Goods, Champs, and Finish Line. You will be meeting with the marketing research manager (participant) to discuss a plan to conduct market research within the company and with your current customers to help determine the problem Sports Leadership is having.

You will be meeting with the marketing research manager (participant) to discuss their ideas in creating a two-step plan of action including marketing research in your employees and your current customers in regards to the difficulty Sports Leadership is having. You have asked the marketing research manager to include the following in their plan:

- Employ techniques to assess ongoing behavior (with customers and employees)
- Conduct in-depth interviews (with a list of questions you may ask)
- Explain the nature of sampling design process
- Explain the nature of sample sources
- Apply approaches to increase participant cooperation with data collection

The meeting with the marketing research manager (participant) will take place in your office. You have asked them to make sure they have detailed examples of how they will assess and determine issues that are happening with Sports Leadership. After they have presented their ideas and have answered your questions, you will conclude the meeting by thanking them for their ideas.

Judge Questions/Possible Solutions:

During the course of the meeting you are to ask the following question of all participants:

1. How long will you conduct your marketing research for?

Marketing research will take place in different phases. The employee retention and satisfaction will be take less time because we can send out emails and conduct interviews to begin to determine their satisfaction at Sports Leadership. For customers this will be an on-going process that should never end because it's always important to determine the satisfaction of your customers.

2. What types of technology do you feel would work best to conduct the marketing research you are proposing?

Technology can vary throughout their plan, but ultimately technology is heavily used in collecting and analyzing data. Some forms of technology that could be used are online surveys, MS Excel, MS Access, websites, etc.

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.



RETAIL MERCHANDISING, 2017

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

INSTRUCTIONAL AREA: MARKETING RESEARCH

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of the sampling design process	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of sample sources (e.g., MR sampling companies, general list brokers, customer lists)	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Apply approaches to increase participant cooperation with data collection	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Employ techniques to assess ongoing behavior (e.g., business records; manual record sheets; electronic recording devices for telephone, personal, and computer interviewing; smart cards; video recording)	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Conduct in-depth interviews	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						