



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Marketing

PRINCIPLES OF ENTREPRENEURSHIP EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain marketing and its importance in a global economy.
- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.

EVENT SITUATION

You are to assume the role of the owner of GREETINGS, a small shop that sells greeting cards, stationery and other small gifts. An employee (judge) wants you to know why you are introducing a customer loyalty program.

GREETINGS is located in a medium sized city. Residents can purchase cards and stationery at a variety of retail stores in the area including grocery stores, big-box chain discount stores and dollar stores. The store has been open for two years and has many loyal customers.

You will soon be introducing a customer loyalty program for GREETINGS. The program will allow members to earn points for every dollar spent and use accrued points for savings and discounts. Membership is activated when a customer submits their mobile phone number and email address.

An employee (judge) does not understand why you are introducing the customer loyalty program. In addition, the employee (judge) wants to know how to market the loyalty program and encourage customers to join.

You will present the information to the employee (judge) in a role-play to take place at the store. The employee (judge) will begin the role-play by asking about the loyalty program. After you have explained and have answered the employee's (judge's) questions, the employee (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of an employee at GREETINGS, a small shop that sells greeting cards, stationery and other small gifts. You want to know why the owner (participant) is introducing a customer loyalty program.

GREETINGS is located in a medium sized city. Residents can purchase cards and stationery at a variety of retail stores in the area including grocery stores, big-box chain discount stores and dollar stores. The store has been open for two years and has many loyal customers.

The owner (participant) will soon be introducing a customer loyalty program for GREETINGS. The program will allow members to earn points for every dollar spent and use accrued points for savings and discounts. Membership is activated when a customer submits their mobile phone number and email address.

You do not understand why the owner (participant) is introducing the customer loyalty program. In addition, you want to know how to market the loyalty program and encourage customers to join.

The participant will present information to you in a role-play to take place at the store. You will begin the role-play by asking about the loyalty program.

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

1. How often will GREETINGS communicate with loyalty members?
2. What if a loyalty member does not want to be emailed or texted by the business?

After the owner (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the owner (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

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 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 director 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 ENTREPRENEURSHIP 2025

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Marketing

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.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Demonstrate connections between company actions and results?	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						