



## **CAREER CLUSTER**

Marketing

## **INSTRUCTIONAL AREA**

Promotion

# **BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> 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.

## **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

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- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.
- Explain types of advertising media.
- Identify communications channels used in sales promotion.
- Describe factors used by marketers to position products/services.
- Explain the concept of marketing strategies.
- Explain factors that influence customer/client/business buying behavior.

## CASE STUDY SITUATION

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You are to assume the roles of the director of promotion and the director of merchandising for ADORN, a chain of jewelry stores located in North America. The senior vice president (judge) wants your team to develop a promotional plan for a new merchandise line.

ADORN has been in business for over 100 years with most store locations in shopping malls. Throughout the years, ADORN went from being the premiere destination for jewelry shopping to being considered a basic and generic mall jewelry store. The chain has attempted to set itself apart from other jewelry chains by using celebrities in advertisements and offering personalized service, but independent jewelers and specialty shops have taken over market share.

Executives at ADORN have listened to customer feedback, not just ADORN customer feedback, but from the jewelry industry. The number one complaint among customers is jewelry sizes. While earrings and pendants have not posed problems for customers, necklaces, bracelets and rings have sizing issues. If a person has a large bone structure, the standard jewelry sizes do not fit comfortably or do not fit at all.

ADORN executives are excited to launch a new line of jewelry that is size inclusive. The necklaces, bracelets, ankle bracelets and rings in the new *Infinity* line can fit large bone structures and go beyond traditional jewelry sizing. Executives are hopeful that *Infinity* will bring life to ADORN and energize its image.

The senior vice president (judge) wants your team to create a promotional plan for the new *Infinity* line of jewelry. The promotional plan must include specific advertising media, communications channels, marketing strategies and product positioning. The senior vice president (judge) wants the promotional plan to introduce *Infinity* and influence buying behavior.

You will present the plan to the senior vice president (judge) in a meeting to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented the plan and have answered the senior vice president's (judge's) questions, the senior vice president (judge) will conclude the meeting by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge 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 team.

4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### JUDGE CHARACTERIZATION

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You are to assume the role of the senior vice president for ADORN, a chain of jewelry stores located in North America. You want the director of promotion and the director of merchandising (participant team) to develop a promotional plan for a new merchandise line.

ADORN has been in business for over 100 years with most store locations in shopping malls. Throughout the years, ADORN went from being the premiere destination for jewelry shopping to being considered a basic and generic mall jewelry store. The chain has attempted to set itself apart from other jewelry chains by using celebrities in advertisements and offering personalized service, but independent jewelers and specialty shops have taken over market share.

Executives at ADORN have listened to customer feedback, not just ADORN customer feedback, but from the jewelry industry. The number one complaint among customers is jewelry sizes. While earrings and pendants have not posed problems for customers, necklaces, bracelets and rings have sizing issues. If a person has a large bone structure, the standard jewelry sizes do not fit comfortably or do not fit at all.

ADORN executives are excited to launch a new line of jewelry that is size inclusive. The necklaces, bracelets, ankle bracelets and rings in the new *Infinity* line can fit large bone structures and go beyond traditional jewelry sizing. Executives are hopeful that *Infinity* will bring life to ADORN and energize its image.

You want the director of promotion and the director of merchandising (participant team) to create a promotional plan for the new *Infinity* line of jewelry. The promotional plan must include specific advertising media, communications channels, marketing strategies and product positioning. You want the promotional plan to introduce *Infinity* and influence buying behavior.

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team and asking to hear about their ideas.

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

1. What type of in-store promotions should we include?
2. How can we introduce the new product line to our store employees?

Once the director of promotion and the director of merchandising (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of promotion and the director of merchandising (participant team) for the work.

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

## EVALUATION INSTRUCTIONS

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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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### 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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## BUYING AND MERCHANDISING TEAM DECISION MAKING 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

### INSTRUCTIONAL AREA: Promotion

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

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

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain types of advertising media?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
5.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						