



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Market Planning

BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 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.
- 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

- Explain the nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Explain the role of situation analysis in the marketing planning process.
- Explain the nature of product/service branding.
- Describe factors used by marketers to position products/services.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of branding for DETAILS, an apparel company that recently made a comeback after a 20-year absence. The senior vice president (judge) wants your team to develop a marketing plan to launch a line of merchandise to a new market.

DETAILS was the hottest store in shopping malls among tween and young teen girls from 1990 until the business permanently closed all locations in 2004. DETAILS had fun, casual apparel and accessories for girls aged 8-14 years old. In addition to physical store locations, DETAILS had a quarterly catalog that demonstrated the season's fashions and new merchandise. DETAILS catalogs are so iconic, fans can now purchase vintage copies on auction websites.

In 2023, investors purchased the brand, and new merchandise was created carrying the DETAILS brand name. The merchandise still targets tween girls, but is now being sold exclusively at KALE'S, a department store chain with over 1,500 locations. This is the first tween brand KALE'S carries.

KALE'S launch of DETAILS was better than expected, and it quickly became one of its top-selling brands. The most excited customers, however, are not tween girls, but their mothers, the original fans. Millennial mothers remember DETAILS from their youth and are excited to see the brand again.

As a result, DETAILS has now begun production of a new line of apparel that will target Millennial women, also to be sold at KALE'S. The new line will be a mix of fun and sophisticated casual wear along with a few capsule pieces, in adult women's sizes.

The senior vice president (judge) wants your team to first choose a name for the new merchandise line and develop a marketing plan that will launch the new merchandise line and influence sales.

You will present your 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 your 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

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. 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

You are to assume the role of the senior vice president for DETAILS, an apparel company that recently made a comeback after a 20-year absence. You want the director of marketing and the director of branding (participant team) to develop a marketing plan to launch a line of merchandise to a new market.

DETAILS was the hottest store in shopping malls among tween and young teen girls from 1990 until the business permanently closed all locations in 2004. DETAILS had fun, casual apparel and accessories for girls aged 8-14 years old. In addition to physical store locations, DETAILS had a quarterly catalog that demonstrated the season's fashions and new merchandise. DETAILS catalogs are so iconic, fans can now purchase vintage copies on auction websites.

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As a result, DETAILS has now begun production of a new line of apparel that will target Millennial women, also to be sold at KALE'S. The new line will be a mix of fun and sophisticated casual wear along with a few capsule pieces, in adult women's sizes.

You want the director of marketing and the director of branding (participant team) to first choose a name for the new merchandise line and develop a marketing plan that will launch the new merchandise line and influence sales.

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. Why is it a good idea to have a different name for the adult brand?
2. Who do you consider to be our biggest competitor in this market?

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

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

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. 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 th 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 th 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 th percentile of business personnel performing this performance indicator.



BUYING AND MERCHANDISING TEAM DECISION MAKING 2025

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

INSTRUCTIONAL AREA: Market Planning

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the nature of product/service branding?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe factors used by marketers to position products/services?	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	
21st CENTURY SKILLS						
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	
TOTAL SCORE						