



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Promotion

ENTREPRENEURSHIP 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 role of promotion as a marketing function.
- Identify types of public-relations activities.
- Explain communications channels used in public-relations activities.
- Identify communications channels used in sales promotion.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the owners of RUFF TO CLEAN, a new mobile dog grooming business. A business partner (judge) wants you to determine the best return on investment in the first promotion of the new business: traditional marketing or public relations.

RUFF TO CLEAN has two large cargo style vans equipped with necessary equipment and tools to groom dogs of all sizes. RUFF TO CLEAN will travel to the customer and perform all grooming on-site. While there are plenty of pet grooming services in the community, RUFF TO CLEAN is the first mobile service. The two vans prominently feature the company logo, phone number, website and social media platforms.

Now that your team is ready is to begin promoting RUFF TO CLEAN to the community, your business partner (judge) has funding available to invest in promotion but wants your team to recommend the best form of promotion that will connect with the community and have a positive return on investment.

Your business partner (judge) wants your team to consider two forms of promotion: traditional marketing and public relations. Your team must detail how RUFF TO CLEAN could use promotional funds for each method including strategies, activities and communications channels involved. Finally, your team must recommend which promotional method would best engage the community and lead to a greater return on investment.

You will present your recommendation to the business partner (judge) in a meeting to take place in the business partner's (judge's) office. The business partner (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the business partner's (judge's) questions, the business partner (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 a business partner of RUFF TO CLEAN, a new mobile dog grooming business. You want the owners (participant team) to determine the best return on investment in the first promotion of the new business: traditional marketing or public relations.

RUFF TO CLEAN has two large cargo style vans equipped with necessary equipment and tools to groom dogs of all sizes. RUFF TO CLEAN will travel to the customer and perform all grooming on-site. While there are plenty of pet grooming services in the community, RUFF TO CLEAN is the first mobile service. The two vans prominently feature the company logo, phone number, website and social media platforms.

Now that the owners (participant team) are ready to begin promoting RUFF TO CLEAN to the community, you have funding available to invest in promotion but want the owners (participant team) to recommend the best form of promotion that will connect with the community and have a positive return on investment.

You want the owners (participant team) to consider two forms of promotion: traditional marketing and public relations. The owners (participant team) must detail how RUFF TO CLEAN could use promotional funds for each method including strategies, activities and communications channels involved. Finally, the owners (participant team) must recommend which promotional method would best engage the community and lead to a greater return on investment.

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. Which promotional strategy would create buzz marketing?
2. What methods to market the business would have zero cost?

Once the owners (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the owners (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.



ENTREPRENEURSHIP 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
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify types of public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain communications channels used in public-relations activities?	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.	Explain the concept of market and market identification?	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	
21 st 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						