



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Market Planning

ENTREPRENEURSHIP SERIES 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.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Develop marketing plan.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Build product/service brand.
- Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of the owner of SPORTY LOOKS, a shop that sells elevated athletic apparel. Your business partner (judge) wants you to develop a marketing plan that will engage new customers.

SPORTY LOOKS sells stylish athletic apparel for casual athletes. The tops, shorts, leggings and skirts are stylish and meant to be more of a fashion statement than worn by serious athletes. SPORTY LOOKS is active on social media platforms and sells most merchandise online. The one physical location is in a midsize city.

Last summer, a major female pop star was photographed wearing a SPORTY LOOKS tennis skirt. Less than 24-hours later, fans found the tennis skirt on SPORTY LOOKS. The skirt sold out in all sizes and in all colors and now over 1500 people are on the wait list. The company has email and shipping addresses for all completed and waitlisted orders. In addition, SPORTY LOOKS social media accounts gained thousands of new followers.

Your business partner (judge) wants SPORTY LOOKS to take advantage of the influx of new customers and social media followers. Your business partner (judge) wants you to create a marketing plan that will keep the new customers and followers engaged.

You will present your ideas to the business partner (judge) in a role-play to take place in the business partner's (judge's) office. The business partner (judge) will begin the role-play 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 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 the business partner of SPORTY LOOKS, a shop that sells elevated athletic apparel. You want the owner (participant) to develop a marketing plan that will engage new customers.

SPORTY LOOKS sells stylish athletic apparel for casual athletes. The tops, shorts, leggings and skirts are stylish and meant to be more of a fashion statement than worn by serious athletes. SPORTY LOOKS is active on social media platforms and sells most merchandise online. The one physical location is in a midsize city.

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You want SPORTY LOOKS to take advantage of the influx of new customers and social media followers. You want the owner (participant) to create a marketing plan that will keep the new customers and followers engaged.

The participant 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 and asking to hear about his/her ideas.

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

1. How will the marketing plan affect our loyal customers?
2. How will your plan entice secondary markets?

Once 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.



ENTREPRENEURSHIP SERIES 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number _____

INSTRUCTIONAL AREA: Market Planning

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop marketing plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Build product/service brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer/client/business buying behavior?	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						