



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Promotion

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

- Build corporate brand.
- Explain the role of promotion as a marketing function.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Explain the nature of direct marketing channels.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of the creator of CAMPUS CONNEX, a new mobile app that helps college students find new friends on their campus. You will be meeting with a potential investor (judge) to pitch promotional ideas to market CAMPUS CONNECTOR to students at nearby campuses.

CAMPUS CONNEX users must be 18-years old and can register for a free account by using a college-sanctioned email address. This account allows them to access other user profiles on the same campus. Once an account is created, users can then indicate their fields of study, favorite movies, television shows, musicians, hobbies, sports teams, civic engagements and other areas of interest. Once the user posts their profile, CAMPUS CONNEX matches them with other users that have similar interests. Users can then choose to privately message their connections.

You are excited about CAMPUS CONNEX, as many college students, especially freshmen, have indicated challenges in making new friends, especially when attending college far from home.

Now that CAMPUS CONNEX is up and running with many users, it needs to be promoted. You have picked a large city that has two large universities for the first big promotion. A potential investor (judge) is willing to provide the funding necessary for the promotion but wants to hear how you will promote CAMPUS CONNEX to the two universities' students in the area.

You will present your ideas to the potential investor (judge) in a role-play to take place in the investor's (judge's) office. The investor (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 investor's (judge's) questions, the investor (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 a potential investor in CAMPUS CONNEX, a new mobile app that helps college students find new friends on their campus. You will be meeting with the creator of the app (participant) to hear a pitch of promotional ideas to market CAMPUS CONNEX to students at nearby campuses.

CAMPUS CONNEX users must be 18-years old and can register for a free account by using a college-sanctioned email address. This account allows them to access other user profiles on the same campus. Once an account is created, users can then indicate their fields of study, favorite movies, television shows, musicians, hobbies, sports teams, civic engagements and other areas of interest. Once the user posts their profile, CAMPUS CONNEX matches them with other users that have similar interests. Users can then choose to privately message their connections.

The creator of the app (participant) is excited about CAMPUS CONNEX, as many college students, especially freshmen, have indicated challenges in making new friends, especially when attending college far from home.

Now that CAMPUS CONNEX is up and running with many users, it needs to be promoted. The creator of the app (participant) has picked a large city that has two large universities for the first big promotion. You are willing to provide the funding necessary for the promotion but want to hear how the creator (participant) will promote CAMPUS CONNEX to the two universities' students in the area.

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. What metrics will you use to determine if the promotion is successful?
2. How can we make certain the app is ethical?

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



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JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Build corporate brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of direct marketing channels?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of marketing strategies?	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						