



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Promotion

BUSINESS SERVICES MARKETING 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

- Explain the nature of a promotional plan.
- Explain the role of promotion as a marketing function.
- Identify communications channels used in sales promotion.
- Explain the concept of market and market identification.
- Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of the owner of FOLDS CLEANERS, a laundry and dry-cleaning service with three locations in a large city. Your business partner (judge) is thrilled with the success of a new business relationship and wants you to develop a promotional plan to attract more corporate clients.

FOLDS CLEANERS started as a simple self-service laundromat but quickly expanded by adding dry-cleaning services. FOLDS CLEANERS opened two additional locations and began to offer full-service laundry service which allows customers to drop off their laundry for FOLDS' employees to wash, dry, iron and fold.

A local four-star restaurant owner reached out because the staff uniforms were not being cared for properly. The white dress shirts and black pants paired with a black apron seem like a simple uniform for the staff to care for, but unfortunately not all of the restaurant employees have the same accessibility. Now the restaurant employees leave all uniforms at the restaurant after a shift and FOLDS CLEANERS picks them up to wash, dry and press. Uniform care is no longer the restaurant employees' responsibility, and the owner can ensure that all employees look well maintained.

Your business partner (judge) is thrilled with the restaurant being a new client and wants you to develop a promotional plan to attract another business market that is not restaurant related. Your business partner (judge) wants you to identify the market and plan all promotional communications that will attract the identified market.

You will present your plan 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 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 a business partner to the owner of FOLDS CLEANERS (participant). You are thrilled with the success of a new business relationship and want the owner (participant) to develop a promotional plan to attract more corporate clients.

FOLDS CLEANERS is a laundry and dry-cleaning service with three locations in a large city. The business started as a simple self-service laundromat but quickly expanded by adding dry-cleaning services. FOLDS CLEANERS opened two additional locations and began to offer full-service laundry service which allows customers to drop off their laundry for FOLDS' employees to wash, dry, iron and fold.

A local four-star restaurant owner reached out because the staff uniforms were not being cared for properly. The white dress shirts and black pants paired with a black apron seem like a simple uniform for the staff to care for, but unfortunately not all of the restaurant employees have the same accessibility. Now the restaurant employees leave all uniforms at the restaurant after a shift and FOLDS CLEANERS picks them up to wash, dry and press. Uniform care is no longer the restaurant employees' responsibility, and the owner can ensure that all employees look well maintained.

You are thrilled with the restaurant being a new client and want the owner (participant) to develop a promotional plan to attract another business market that is not restaurant related. You want the owner (participant) to identify the market and plan all promotional communications that will attract the identified market.

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. Why should we or shouldn't we charge corporate clients more than our regular customers?
2. Do we have any competition in the market you chose?

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.



BUSINESS SERVICES MARKETING SERIES 2025

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.	Explain the nature of a promotional plan?	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.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of market and market identification?	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						