



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Promotion

MARKETING COMMUNICATIONS 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 role of promotion as a marketing function.
- Explain communications channels used in public-relations activities.
- Explain impact of digital techniques on public relations practices.
- Describe factors used by businesses to position corporate brands.
- Recognize/Reward others for their efforts and contributions.

EVENT SITUATION

You are to assume the role of the marketing communications specialist for BIG LEAGUES, a regional chain of sporting goods stores. The director of marketing (judge) wants you to persuade the communities that BIG LEAGUES serve to participate in a public relations event.

Social media platforms recently showcased wildlife experts carefully creating homes for field mice out of used tennis balls. Field mice typically use logs and tree stumps as shelter; however, the majority are on the ground and leave the field mice vulnerable to predators. Cutting holes in tennis balls and securing them onto tall trees and poles off the ground create ideal places for field mice to make nests. This heartwarming story brought much attention to field mice and their need for safer habitats.

In response to the field mice stories, BIG LEAGUES will soon begin collecting used tennis balls at all store locations for donation to wildlife groups that will use them to create safe habitats for field mice.

The director of marketing (judge) wants you to create marketing communications that will inform communities of the public relations event, persuade communities to donate used tennis balls to BIG LEAGUES locations and offer an incentive for tennis ball donation.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (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 director of marketing's (judge's) questions, the director of marketing (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 director of marketing for BIG LEAGUES, a regional chain of sporting goods stores. You want the marketing communications specialist (participant) to persuade the communities that BIG LEAGUES serve to participate in a public relations event.

Social media platforms recently showcased wildlife experts carefully creating homes for field mice out of used tennis balls. Field mice typically use logs and tree stumps as shelter; however, the majority are on the ground and leave the field mice vulnerable to predators. Cutting holes in tennis balls and securing them onto tall trees and poles off the ground create ideal places for field mice to make nests. This heartwarming story brought much attention to field mice and their need for safer habitats.

In response to the field mice stories, BIG LEAGUES will soon begin collecting used tennis balls at all store locations for donation to wildlife groups that will use them to create safe habitats for field mice.

You want the marketing communications specialist (participant) to create marketing communications that will inform communities of the public relations event, persuade communities to donate used tennis balls to BIG LEAGUES locations and offer an incentive for tennis ball donation.

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 could this public relations activity result in new customers?
2. Is there a target market for this activity?

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



MARKETING COMMUNICATIONS SERIES 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

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 role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain communications channels used in public-relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain impact of digital techniques on public relations practices?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe factors used by businesses to position corporate brands?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Recognize/Reward others for their efforts and contributions?	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						