



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Promotion

**RETAIL MERCHANDISING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> 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**

---

- Plan special events.
- Place merchandise for impact.
- Explain the use of visual merchandising in retailing.
- Explain the importance of merchandising in retailing.
- Build and maintain relationships with customers.

## **EVENT SITUATION**

---

You are to assume the role of the assistant manager at CARE PRO, a drugstore chain that features full-service pharmacies and general merchandise. The store manager (judge) wants you to create a special event for the first small format store opening near a college campus.

CARE PRO has hundreds of locations that offer a wide variety of merchandise along with healthcare items and pharmacies. The retailer has opened dozens of small format stores in densely populated areas that only carry the top selling or most needed items in the specific market.

Your small format CARE PRO location opened just outside of a college campus. The college has 30,000 students in attendance with over 7,000 living in on campus dormitories. The campus bookstore offers students a small assortment of school supplies but the focus is heavily on textbooks, branded apparel and gifts.

CARE PRO opened last month and is excited to serve the college students by offering a full assortment of healthcare items, a full-service pharmacy, cosmetics, personal care items, school supplies, and a small assortment of packaged foods and cold beverages.

The store manager (judge) wants you to begin planning a special event for the location for the last week in August which will mark students return to campus after summer break. The store manager (judge) wants the special event to include a theme, visual merchandising ideas, placement of merchandise and methods to build relationships with customers.

You will present your outline to the store manager (judge) in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the store manager's (judge's) questions, the store manager (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, 21<sup>st</sup> 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 store manager at CARE PRO, a drugstore chain that features full-service pharmacies and general merchandise. You want the assistant manager (participant) to create a special event for the first small format store opening near a college campus.

CARE PRO has hundreds of locations that offer a wide variety of merchandise along with healthcare items and pharmacies. The retailer has opened dozens of small format stores in densely populated areas that only carry the top selling or most needed items in the specific market.

Your small format CARE PRO location opened just outside of a college campus. The college has 30,000 students in attendance with over 7,000 living in on campus dormitories. The campus bookstore offers students a small assortment of school supplies but the focus is heavily on textbooks, branded apparel and gifts.

CARE PRO opened last month and is excited to serve the college students by offering a full assortment of healthcare items, a full-service pharmacy, cosmetics, personal care items, school supplies, and a small assortment of packaged foods and cold beverages.

You want the assistant manager (participant) to begin planning a special event for the location for the last week in August which will mark students return to campus after summer break. You want the special event to include a theme, visual merchandising ideas, placement of merchandise and methods to build relationships with customers.

The participant will present information to you in a role-play to take place in the 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 is the best way to promote this special event?
2. If college students are our primary market, who is our secondary market?

Once the assistant manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the assistant manager (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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## RETAIL MERCHANDISING SERIES 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Plan special events?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Place merchandise for impact?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the use of visual merchandising in retailing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the importance of merchandising in retailing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						