



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Marketing

**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**

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- 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**

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- Build and maintain relationships with customers.
- Distinguish between retailing and marketing.
- Explain factors that influence customer/client/business buying behavior.
- Demonstrate connections between company actions and results.
- Establish relationship with customer/client.

## EVENT SITUATION

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You are to assume the role of the director of customer loyalty at SET THE TABLE, a chain retailer for a variety of upscale cooking and dining supplies. The director of marketing (judge) wants you to create a feature for the customer loyalty program that focuses on earning non-transactional points.

SET THE TABLE, like most other retail chains, has a free customer loyalty program. The program allows customers to earn 10 points for every dollar spent at SET THE TABLE stores or on the website. Customers can use accrued points for discounts, free shipping, personalization and bonus items.

The director of marketing (judge) likes the customer loyalty program because it encourages sales; however, the director of marketing (judge) feels like the program does nothing for the SET THE TABLE brand.

The director of marketing (judge) wants you to create a new feature for the SET THE TABLE customer loyalty program that will allow members to earn points for non-transactional activities. The director of marketing (judge) feels this will encourage emotional loyalty. You must determine the activities, the number of points earned, and explain how the activity markets brand awareness and will establish and build relationships with customers.

You will present your outline 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 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**

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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**

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You are to assume the role of the director of marketing at SET THE TABLE, a chain retailer for a variety of upscale cooking and dining supplies. You want the director of customer loyalty (participant) to create a feature for the customer loyalty program that focuses on earning non-transactional points.

SET THE TABLE, like most other retail chains, has a free customer loyalty program. The program allows customers to earn 10 points for every dollar spent at SET THE TABLE stores or on the website. Customers can use accrued points for discounts, free shipping, personalization and bonus items.

You like the customer loyalty program because it encourages sales; however, you feel like the program does nothing for the SET THE TABLE brand.

You want the director of customer loyalty (participant) to create a new feature for the SET THE TABLE customer loyalty program that will allow members to earn points for non-transactional activities. You feel this will encourage emotional loyalty. The director of customer loyalty (participant) must determine the activities, the number of points earned, and explain how the activity markets brand awareness and will establish and 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. Are your proposed activities a good fit for all ages?
2. How can we tell if loyalty members like the new feature?

Once the director of customer loyalty (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of customer loyalty (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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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 ICDC PRELIMINARY 1

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

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

### INSTRUCTIONAL AREA: Marketing

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Distinguish between retailing and marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Establish relationship with customer/client?	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>						