



ENTREPRENEURSHIP SERIES EVENT

ENT-26
Association Event 1

CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Promotion

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.
- Identify communications channels used in sales promotion.
- Build product/service brand.
- Identify market segments.

EVENT SITUATION

You are to assume the role of the owner of HARDLY YARD, an online store that offers products to help maintain a very small outdoor yard. Your business partner (judge) has reservations about a new product launch and wants you to create a promotional plan that will help its success.

HARDLY YARD sells a variety of seeds, small plants, gardening supplies, landscaping materials and décor that are miniature in size for people that have a small outdoor space. Traditional garden centers offer regular sized products that are too bulky for a small space. Many city homeowners and renters have small patches of grass instead of full lawns. HARDLY YARD found its niche among student housing, people with tiny yards, rooftop gardens and urban areas with micro-lawns.

You have invested in a new product, the *MiniMow*. The *MiniMow* is a 12-pound miniature lawn mower that is perfect for people with small yards. The product is the size of a small vacuum cleaner, operated manually and is priced at \$124.99.

The business partner (judge) thinks the *MiniMow* is silly and feels that people will dismiss it as a toy rather than a real mower. The business partner (judge) also thinks that a miniature lawn mower might be convenient but wonders if a pair of garden shears could accomplish the same task.

The business partner (judge) is willing to back the *MiniMow* once you create and present a promotional plan for its launch. The business partner (judge) wants the promotional plan to identify the targeted market segments, contain at least two elements of the promotional mix and identify the best communications channels to reach the targeted market segments.

You will present ideas 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 your 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

JUDGE CHARACTERIZATION

You are to assume the role of the business partner of HARDLY YARD, an online store that offers products to help maintain a very small outdoor yard. You have reservations about a new product launch and want the owner (participant) to create a promotional plan that will help its success.

HARDLY YARD sells a variety of seeds, small plants, gardening supplies, landscaping materials and décor that are miniature in size for people that have a small outdoor space. Traditional garden centers offer regular sized products that are too bulky for a small space. Many city homeowners and renters have small patches of grass instead of full lawns. HARDLY YARD found its niche among student housing, people with tiny yards, rooftop gardens and urban areas with micro-lawns.

The owner (participant) has invested in a new product, the *MiniMow*. The *MiniMow* is a 12-pound miniature lawn mower that is perfect for people with small yards. The product is the size of a small vacuum cleaner, operated manually and is priced at \$124.99.

You think the *MiniMow* is silly and feel that people will dismiss it as a toy rather than a real mower. You also think that a miniature lawn mower might be convenient but wonder if a pair of garden shears could accomplish the same task.

You are willing to back the *MiniMow* once the owner (participant) creates and presents a promotional plan for its launch. You want the promotional plan to identify the targeted market segments, contain at least two elements of the promotional mix and identify the best communications channels to reach the targeted market segments.

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 does this product solve a problem?
2. Do you think we could have better success marketing it as a quirky, novelty home gadget?

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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



ENTREPRENEURSHIP SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	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	
2.	Identify the elements of the promotional mix.	0-1-2-3	4-5-6	7-8-9	10	
3.	Identify communications channels used in sales promotion.	0-1-2-3	4-5-6	7-8-9	10	
4.	Build product/service brand.	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify market segments.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						