



APPAREL AND ACCESSORIES MARKETING SERIES EVENT

AAM-26
Association Event 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Product/Service Management

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 importance of merchandising to retailers.
- Determine quality of merchandise to offer.
- Describe factors used by marketers to position products/services.
- Identify components of a retail image.
- Determine factors affecting business risk.

EVENT SITUATION

You are to assume the role of the manager of ELEVATE DANCE, an online business that sells high quality dance apparel and accessories to dance studios. The owner (judge) wants you to analyze the benefits and risks involved with broadening the product offering.

ELEVATE DANCE allows dance studios to order from its website or from seasonal catalogs. The business sells a large variety of high quality, customizable dance costumes for use in recitals and competition. ELEVATE DANCE also allows dance studio clients to design their own look from scratch with the help of the ELEVATE design team. Any and all ELEVATE DANCE orders require a minimum quantity of ten and prices range from \$80-\$500 per costume.

Over the past year, several of ELEVATE'S loyal clients have turned to other online companies for purchasing dance apparel and accessories. There are dozens of companies that offer mass-produced, less expensive costumes. The products are poorer quality than ELEVATE'S selection but have much quicker delivery and do not have minimum quantity requirements.

The owner of ELEVATE DANCE (judge) is considering broadening the business's product offering and including a selection of the mass-produced, lower cost merchandise. The owner (judge) wants you to analyze the possible benefits and risks involved in offering the lower cost merchandise and make a final recommendation.

You will present the information to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the information and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the owner of ELEVATE DANCE, an online business that sells high quality dance apparel and accessories to dance studios. You want the manager (participant) to analyze the benefits and risks involved with broadening the product offering.

ELEVATE DANCE allows dance studios to order from its website or from seasonal catalogs. The business sells a large variety of high quality, customizable dance costumes for use in recitals and competition. ELEVATE DANCE also allows dance studio clients to design their own look from scratch with the help of the ELEVATE design team. Any and all ELEVATE DANCE orders require a minimum quantity of ten and prices range from \$80-\$500 per costume.

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You are considering broadening the business's product offering and including a selection of the mass-produced, lower cost merchandise. You want the manager (participant) to analyze the possible benefits and risks involved in offering the lower cost merchandise and make a final recommendation.

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. Besides sales, how can we tell if we made the right decision?
2. Are there any other options to broaden our product offerings?

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



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JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the importance of merchandising to retailers.	0-1-2-3	4-5-6	7-8-9	10	
2.	Determine quality of merchandise to offer.	0-1-2-3	4-5-6	7-8-9	10	
3.	Describe factors used by marketers to position products/services.	0-1-2-3	4-5-6	7-8-9	10	
4.	Identify components of a retail image.	0-1-2-3	4-5-6	7-8-9	10	
5.	Determine factors affecting business risk.	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						