



APPAREL AND ACCESSORIES MARKETING SERIES EVENT

AAM-26
Association Event 2

CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

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.

Place merchandise for impact.

- Place merchandise for impact.
- Determine on-floor assortments.
- Distinguish between visual merchandising and display.
- Explain the concept of market and market identification.
- Explain the nature of corporate branding.

EVENT SITUATION

You are to assume the role of the director of merchandising for VANHARTT, a company that produces work clothing for manual laborers. The senior vice president (judge) wants you to determine the on-floor assortment and layout for a new branded store location in a major city.

VANHARTT was founded over 125 years ago to meet railroad workers' need for strong and long-lasting work apparel. Over the years, the products evolved to focus on extended durability and are now worn by workers on construction sites, farms, ranches and other manual labor job sites. The most popular products include jackets, coats, overalls, coveralls, vests, jeans, hunting apparel and fire-resistant apparel items. Since 2007, VANHARTT has also produced similar products in women's sizes.

VANHARTT products are available at regional farm stores and online. There are 30 VANHARTT retail stores in communities that have a heavy concentration of manual labor workforce.

Five years ago, after several popular young celebrities were pictured wearing VANHARTT jackets, sales skyrocketed. The apparel items were not being sold to traditional clientele, but instead to a new market that wanted to be seen wearing the now hip VANHARTT brand. In response, VANHARTT began selling t-shirts, sweatshirts, button-downs and hats that are not made by the same heavy-duty materials but don the brand name.

VANHARTT will soon be opening a large retail store in a major city. The senior vice president (judge) wants you to plan on-floor assortments for the new store. The senior vice president (judge) wants you to determine:

- Percentage of merchandise for traditional clientele vs. new clientele
- Percentage of merchandise for traditional male clientele vs. traditional female clientele
- Placement of merchandise throughout the store
- Visual merchandising and display recommendations

You will present the information to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (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 senior vice president'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 senior vice president for VANHARTT, a company that produces work clothing for manual laborers. You want the director of merchandising (participant) to determine the on-floor assortment and layout for a new branded store location in a major city.

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VANHARTT will soon be opening a large retail store in a major city. You want the director of merchandising (participant) to plan on-floor assortments for the new store. You want the director of merchandising (participant) to determine:

- Percentage of merchandise for traditional clientele vs. new clientele
- Percentage of merchandise for traditional male clientele vs. traditional female clientele
- Placement of merchandise throughout the store
- Visual merchandising and display recommendations

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 should we promote this store opening?
2. How will your merchandising recommendations affect our image?

Once the director of merchandising (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of merchandising (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 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Place merchandise for impact.	0-1-2-3	4-5-6	7-8-9	10	
2.	Determine on-floor assortments.	0-1-2-3	4-5-6	7-8-9	10	
3.	Distinguish between visual merchandising and display.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the concept of market and market identification.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the nature of corporate branding.	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						