



APPAREL AND ACCESSORIES MARKETING SERIES EVENT

AAM-26
ICDC Preliminary 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Selling

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 key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.
- Demonstrate suggestion selling.
- Describe factors used by marketers to position products/services.
- Explain the nature and scope of channel management.

EVENT SITUATION

You are to assume the role of the director of marketing for EAUCTION, an online marketplace that allows users to buy or sell items via online auctions or “buy it now” instant sales. The vice president (judge) wants you to determine how to encourage users of a recently acquired business to buy and sell apparel on EAUCTION.

EAUCTION has been operating for over 30 years and allows users to buy and sell various types of merchandise. The biggest driver of growth for EAUCTION has always been collectibles, with trading cards sales powering the momentum. For the past decade, EAUCTION has been trying to enhance its fashion business by growing its vintage and retro apparel division, however EAUCTION’s main customer base, age 50-65 years old, are not interested in purchasing fashion on the site.

Last month, EAUCTION purchased the popular secondhand fashion platform REPOP. The REPOP app is popular with younger consumers, with the main customer base under 35-years old. REPOP allows users to buy and sell previously owned apparel, with an emphasis on vintage designers. There are currently 7 million active buyers and 3 million active sellers on REPOP.

The vice president of EAUCTION (judge) feels that the acquisition is a great opportunity to introduce the younger REPOP users to the large amount of vintage and retro apparel available on EAUCTION. The vice president (judge) is hopeful to enhance EAUCTION’s fashion business and attract new, younger users.

The vice president (judge) wants you to determine how to encourage REPOP users to buy and sell apparel on EAUCTION.

You will present the information to the vice president (judge) in a role-play to take place in the vice president’s (judge’s) office. The 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 vice president’s (judge’s) questions, the vice president (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the vice president of EAUCTION, an online marketplace that allows users to buy or sell items via online auctions or “buy it now” instant sales. You want the director of marketing (participant) to determine how to encourage users of a recently acquired business to buy and sell apparel on EAUCTION.

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You feel that the acquisition is a great opportunity to introduce the younger REPOP users to the large amount of vintage and retro apparel available on EAUCTION. You are hopeful to enhance EAUCTION’s fashion business and attract new, younger users.

You want the director of marketing (participant) to determine how to encourage REPOP users to buy and sell apparel on EAUCTION.

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. Why is it desirable to gain younger shoppers?
2. Why are younger shoppers more willing to purchase fashion online?

Once the director of marketing (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing (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 ICDC PRELIMINARY EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Selling

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain key factors in building a clientele.	0-1-2-3	4-5-6	7-8-9	10	
2.	Discuss motivational theories that impact buying behavior.	0-1-2-3	4-5-6	7-8-9	10	
3.	Demonstrate suggestion selling.	0-1-2-3	4-5-6	7-8-9	10	
4.	Describe factors used by marketers to position products/services.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the nature and scope of channel management.	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						