



BUSINESS SERVICES MARKETING SERIES EVENT

BSM-26
ICDC Preliminary 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning

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 nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Communicate core values of product/service.
- Explain factors affecting pricing decisions.

EVENT SITUATION

You are the marketing manager at MOUNTAINEER THEATER, a local stage theater located in a large metropolitan area. The owner of the theater (judge) wants you to develop a marketing plan that will market improvisation classes to area businesses.

MOUNTAINEER THEATER provides the community with several stage performances each year and also provides a variety of beginner acting and improvisation classes. Improvisation classes, or improv classes, are training sessions where participants learn to create scenes, dialogue and characters spontaneously and collaboratively without a pre-written script. The classes use games and exercises to teach participants how to be present in the moment, listen actively, make confident choices and build upon others' ideas. The improv classes at MOUNTAINEER THEATER mainly consist of participants that are interested in theater arts or want to pursue careers in the entertainment industry.

MOUNTAINEER THEATER offers beginner, intermediate and advanced improv classes. Each session of classes runs for eight weeks and priced at \$250.00. Classes meet once a week for two and a half hours. Each class has room for 25 participants.

The owner of MOUNTAINEER THEATER (judge) read an article about employers reporting that young adults just entering the workforce do not have effective communication skills, do not have the confidence to speak up in the workplace, and are unable to think on their feet as well as employees from older generations. The owner (judge) feels that improv classes would be beneficial to companies in the area that are experiencing these issues with employees.

The owner (judge) wants you to develop a marketing plan that will showcase improv classes for businesses in the community. The owner (judge) wants you to develop an improv class package that MOUNTAINEER THEATER will take on the road to area companies that want their employees to participate.

You will present your recommendation 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 ideas 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 the owner of MOUNTAINEER THEATER, a local stage theater located in a large metropolitan area. You want the marketing manager (participant) to develop a marketing plan that will market improvisation classes to area businesses.

MOUNTAINEER THEATER provides the community with several stage performances each year and also provides a variety of beginner acting and improvisation classes. Improvisation classes, or improv classes, are training sessions where participants learn to create scenes, dialogue and characters spontaneously and collaboratively without a pre-written script. The classes use games and exercises to teach participants how to be present in the moment, listen actively, make confident choices and build upon others' ideas. The improv classes at MOUNTAINEER THEATER mainly consist of participants that are interested in theater arts or want to pursue careers in the entertainment industry.

MOUNTAINEER THEATER offers beginner, intermediate and advanced improv classes. Each session of classes runs for eight weeks and priced at \$250.00. Classes meet once a week for two and a half hours. Each class has room for 25 participants.

You read an article about employers reporting that young adults just entering the workforce do not have effective communication skills, do not have the confidence to speak up in the workplace, and are unable to think on their feet as well as employees from older generations. You feel that improv classes would be beneficial to companies in the area that are experiencing these issues with employees.

You want the marketing manager (participant) to develop a marketing plan that will showcase improv classes for businesses in the community. You want the marketing manager (participant) to develop an improv class package that MOUNTAINEER THEATER will take on the road to area companies that want their employees to participate.

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. Should there be a different charge if a company wants employees to come to the theater for the improv classes rather than us taking the classes to them?
2. What would be a realistic goal for the number of companies that contact us after this first marketing campaign?

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



BUSINESS SERVICES MARKETING SERIES – 2026

JUDGE'S EVALUATION FORM ICDC PRELIMINARY EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Market Planning

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the concept of market and market identification.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the concept of marketing strategies.	0-1-2-3	4-5-6	7-8-9	10	
4.	Communicate core values of product/service.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain factors affecting pricing decisions.	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						