



MARKETING COMMUNICATIONS SERIES EVENT

MCS-26
Association Event 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communications

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

- Identify effective advertising headlines.
- Write copy for advertisements.
- Explain the use of illustrations in advertisements.
- Create promotional signage.
- Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of the marketing communications manager for 24SEVEN, a convenience store chain with over 50,000 locations worldwide. The director of marketing (judge) wants you to create a billboard to remind drivers of the 100-year-old chain despite a new chain's popularity.

24SEVEN was one of the first convenience store chains that offered customers both fuel and a small assortment of snacks, beverages, and grocery items. The stores also have fountain sodas, coffee stations and slushie machines which were considered a novelty when first introduced into the stores in the 1970s.

In 2003, a new large travel center, CHUCKY'S, opened in one state. Within the next 20 years, there were 36 CHUCKY'S locations in the state. Each location averages 70,000 square feet, has 80-100 fuel pumps and has hot prepared food, snacks, beverages, souvenirs, general merchandise and 50-stall restrooms. Currently there are 54 CHUCKY'S locations in 11 states in the United States. CHUCKY'S advertises only with billboards on main interstates. The billboards feature the CHUCKY'S logo and a cheeky or fun message like "Slow Down, You're Almost to CHUCKY'S" or "Largest Snack in the Area." CHUCKY'S has become the most popular convenience store chain the US with only 54 total locations.

The director of marketing at 24SEVEN (judge) wants to use 24SEVEN's iconic history, familiarity and massive market presence to regain popularity among road travelers. The director of marketing (judge) wants you to create a billboard to remind drivers of the chain and motivate them to choose 24SEVEN over CHUCKY'S.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (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 director of marketing's (judge's) questions, the director of marketing (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the director of marketing for 24SEVEN, a convenience store chain with over 50,000 locations worldwide. You want the marketing communications manager (participant) to create a billboard to remind drivers of the 100-year-old chain despite a new chain's popularity.

24SEVEN was one of the first convenience store chains that offered customers both fuel and a small assortment of snacks, beverages, and grocery items. The stores also have fountain sodas, coffee stations and slushie machines which were considered a novelty when first introduced into the stores in the 1970s.

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You want to use 24SEVEN's iconic history, familiarity and massive market presence to regain popularity among road travelers. You want the marketing communications manager (participant) to create a billboard to remind drivers of the chain and motivate them to choose 24SEVEN over CHUCKY'S.

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 we only put the billboards in areas that have CHUCKY'S locations? Why or why not?
2. How can we use our small sized stores to our advantage?

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

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Identify effective advertising headlines.	0-1-2-3	4-5-6	7-8-9	10	
2.	Write copy for advertisements.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the use of illustrations in advertisements.	0-1-2-3	4-5-6	7-8-9	10	
4.	Create promotional signage.	0-1-2-3	4-5-6	7-8-9	10	
5.	Discuss motivational theories that impact buying behavior.	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						