



MARKETING COMMUNICATIONS SERIES EVENT

MCS-26
ICDC Preliminary 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communications

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

- Present an advertising campaign to clients.
- Explain the components of advertisements.
- Explain the importance of coordinating elements in advertisements.
- Explain key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of the advertising executive hired by SATURN, a shampoo brand known for producing salon-quality dandruff and dry scalp shampoos and conditioners. The owner of the business (judge) wants you to develop an advertising campaign that will highlight a rebrand of some products.

The owner of SATURN (judge) started the company after realizing that all dandruff and dry scalp shampoos and conditioners were sold at drugstores and not salon quality. Sufferers had to choose between a healthy scalp or healthy hair. SATURN products are made with no color-stripping ingredients, medicinal smells or harsh formulas. All products have been approved by dermatologists and by hair stylists.

For five years SATURN has done well marketing its products direct-to-consumers and in national beauty retailers. Customers love the product and the company receives hundreds of positive reviews and customer testimonials each week. The owner of SATURN (judge) is happy with the company's success but wants to build clientele, so has decided to rebrand the company's dry scalp shampoo and conditioner as "Daily Hydration" shampoo and conditioner. This change will hopefully persuade people not suffering from dry scalp to purchase the products.

The owner of SATURN (judge) hired you to create an advertising campaign for the rebranded "Daily Hydration" shampoo and conditioner. The owner (judge) wants the campaign to build clientele and result in increased sales of the products.

You will present the campaign 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 your 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 to assume the role of the owner of SATURN, a shampoo brand known for producing salon-quality dandruff and dry scalp shampoos and conditioners. You have hired an advertising executive (participant) to develop an advertising campaign that will highlight a rebrand of some products.

You started the company after realizing that all dandruff and dry scalp shampoos and conditioners were sold at drugstores and not salon quality. Sufferers had to choose between a healthy scalp or healthy hair. SATURN products are made with no color-stripping ingredients, medicinal smells or harsh formulas. All products have been approved by dermatologists and by hair stylists.

For five years SATURN has done well marketing its products direct-to-consumers and in national beauty retailers. Customers love the product and the company receives hundreds of positive reviews and customer testimonials each week. You are happy with the company's success but want to build clientele, so have decided to rebrand the company's dry scalp shampoo and conditioner as "Daily Hydration" shampoo and conditioner. This change will hopefully persuade people not suffering from dry scalp to purchase the products.

You hired the advertising executive (participant) to create an advertising campaign for the rebranded "Daily Hydration" shampoo and conditioner. You want the campaign to build clientele and result in increased sales of the products.

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. Which communications channel do you think is the least beneficial for the ad campaign?
2. How can we tell if the campaign is successful?

Once the advertising executive (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the advertising executive (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.	Present an advertising campaign to clients.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the components of advertisements.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the importance of coordinating elements in advertisements.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain key factors in building a clientele.	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						