



RETAIL MERCHANDISING SERIES EVENT

RMS-26
Association Event 2

CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

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.
- Identify communications channels used in sales promotion.
- Identify components of a retail image.

EVENT SITUATION

You are to assume the role of the marketing specialist at FLORA, a retail chain that sells a variety of personal care and beauty products for both men and women. The director of marketing (judge) wants you to develop a marketing plan for next season that focuses on one of two distinct markets.

FLORA sells products related to skincare, hair care, beauty tools, cosmetics, fragrances and nail products. FLORA offers mid-range and high-end products for both men and women. Since the retailer began opening stores twenty years ago, most marketing has been targeted at women aged 20–30-years old. This group of women continues to be customers as they age and buy products for themselves and others.

In the last two years, FLORA stores have been taken over by a new customer, Generation Alpha girls, age 8-15 years old. These girls see aspirational brands made popular by social media influencers available at a local FLORA location and are excited to purchase them. The Generation Alpha takeover of FLORA stores has caused quite a stir; many customers have complained because popular products are sold out and they are not products designed for tweens and teens.

The director of marketing (judge) understands the frustration of the traditional customer but cannot deny that Generation Alpha has significantly increased foot traffic and sales. As the new season approaches, the director of marketing (judge) wants you to design a marketing plan that will either target the traditional target market of 20-30-year-old women or target Generation Alpha.

Once the target market is decided, the marketing plan must include marketing strategies and communications channels to effectively reach the target market. The director of marketing (judge) also wants you to explain how your choice and the marketing plan will affect FLORA's retail image.

You will present the plan 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 the plan 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 at FLORA, a retail chain that sells a variety of personal care and beauty products for both men and women. You want the marketing specialist (participant) to develop a marketing plan for next season that focuses on one of two distinct markets.

FLORA sells products related to skincare, hair care, beauty tools, cosmetics, fragrances and nail products. FLORA offers mid-range and high-end products for both men and women. Since the retailer began opening stores twenty years ago, most marketing has been targeted at women aged 20–30-years old. This group of women continue to be customers as they age and buy products for themselves and others.

In the last two years, FLORA stores have been taken over by a new customer, Generation Alpha girls, age 8-15 years old. These girls see aspirational brands made popular by social media influencers available at a local FLORA location and are excited to purchase them. The Generation Alpha takeover of FLORA stores has caused quite a stir; many customers have complained because popular products are sold out and they are not products designed for tweens and teens.

You understand the frustration of the traditional customer but cannot deny that Generation Alpha has significantly increased foot traffic and sales. As the new season approaches, you want the marketing specialist (participant) to design a marketing plan that will either target the traditional target market of 20-30-year-old women or target Generation Alpha.

Once the target market is decided, the marketing plan must include marketing strategies and communications channels to effectively reach the target market. You also want the marketing specialist (participant) to explain how their choice and the marketing plan will affect FLORA's retail image.

The participant will present information to you in a role-play to take place in the 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. What are the possible risks of targeting the market you chose?
2. How can we tell if your choice was the right choice?

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



RETAIL MERCHANDISING SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

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.	Identify communications channels used in sales promotion.	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify components of a retail image.	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						