



BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT

CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Promotion

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 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 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, 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 role of promotion as a marketing function.
- Explain types of advertising media.
- Explain the components of advertisements.
- Explain the importance of coordinating elements in advertisements.
- Identify communications channels used in sales promotion.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of product management for LEISURELY, an active lifestyle brand that sells men's and women's athletic wear. The vice president (judge) wants your team to develop an advertising campaign for the company's product category expansion.

LEISURELY began operating as a subscription service that offered direct-to-consumer personalized athleisurewear and active wear outfits chosen for customers based on their lifestyle, activity level and fashion preferences. In 2015, LEISURELY opened its first physical store location and now has over 100 stores nationwide. Customers are also able to purchase items online without enrolling in the subscription service.

In 2023, LEISURELY expanded to include medical scrubs as a product category to gain new customers. The company launched its line of activewear scrubs for medical professionals that feature special fabrics designed to be breathable, antimicrobial and flexible. The category expansion was extremely successful in gaining new customers. In addition, over half of the new customers purchased traditional LEISURELY athletic wear within 90-days of their scrubs purchase.

Executives at LEISURELY are excited to announce the latest category expansion – denim. Set to debut in the fall, LEISURELY will launch its first line of denim jeans. The denim jeans will be for both men and women and made of a more comfortable, stretchy, breathable material than traditional denim jeans. The denim pieces will be priced between \$80 and \$175 per pair and are considered appropriate for the workplace. Executives feel this expansion is critical as more remote and hybrid work is fading, and most workplaces now allow a smart casual dress code.

The vice president (judge) wants your team to develop an advertising campaign that will market the new LEISURELY category expansion to new customers.

You will present your ideas to the vice president (judge) in a meeting to take place in the vice president's (judge's) office. The vice president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the vice president's (judge's) questions, the vice president (judge) will conclude the meeting by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the vice president for LEISURELY, an active lifestyle brand that sells men's and women's athletic wear. You want the director of marketing and the director of product management (participant team) to develop an advertising campaign for the company's product category expansion.

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You want the director of marketing and the director of product management (participant team) to develop an advertising campaign that will market the new LEISURELY category expansion to new customers.

The participant team 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 team and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. Describe the target market for our new denim line.
2. How will your advertising campaign persuade this target market to purchase our denim?

Once the director of marketing and the director of product management (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing and the director of product management (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

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 team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

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

INSTRUCTIONAL AREA:
Promotion

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain types of advertising media.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the components of advertisements.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the importance of coordinating elements in advertisements.	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify communications channels used in sales promotion.	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						