



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Communications

**INSTRUCTIONAL AREA**

Promotion

**MARKETING COMMUNICATIONS SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

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- Explain marketing and its importance in a global economy.
- Explain the nature of buzz-marketing.
- Explain the use of video/images for digital marketing.
- Monitor user-generated content.
- Explain the nature of corporate branding.

## **EVENT SITUATION**

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You are to assume the role of the marketing communications specialist for CRAFT PATH, a chain of arts and crafts retail stores. The director of marketing (judge) wants you to develop a strategy that will highlight a special occasion, promote CRAFT PATH and boost engagement.

CRAFT PATH has over 1,000 locations across the United States and Canada. The big-box stores feature merchandise for crafts, hobbies, home décor plus seasonal and holiday items. The primary target market includes females aged 35-59 years old, and the secondary market includes parents and guardians who need supplies for children's school projects.

National Selfie Day is celebrated every June 21 on social media. Each year, users on Instagram and Facebook post selfies and use the hashtag #NationalSelfieDay in honor of the special day. This year, the director of marketing (judge) wants you to develop a strategy to highlight National Selfie Day and CRAFT PATH that will boost engagement with younger demographics. The director of marketing (judge) is hoping for buzz that will have people talking about CRAFT PATH and posting unique selfies.

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

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

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You are to assume the role of the director of marketing for CRAFT PATH, a chain of arts and crafts retail stores. You want the marketing communications specialist (participant) to develop a strategy that will highlight a special occasion, promote CRAFT PATH and boost engagement.

CRAFT PATH has over 1,000 locations across the United States and Canada. The big-box stores feature merchandise for crafts, hobbies, home décor plus seasonal and holiday items. The primary target market includes females aged 35-59 years old, and the secondary market includes parents and guardians that need supplies for children's school projects.

National Selfie Day is celebrated every June 21 on social media. Each year, users on Instagram and Facebook post selfies and use the hashtag #NationalSelfieDay in honor of the special day. This year, you want the marketing communications specialist (participant) to develop a strategy to highlight National Selfie Day and CRAFT PATH that will boost engagement with younger demographics. You are hoping for buzz that will have people talking about CRAFT PATH and posting unique selfies.

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. How can we use the posted content in marketing later in the year?
2. How can we tell if your strategy was buzz-worthy?

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

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

## **EVALUATION INSTRUCTIONS**

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### **Evaluation Form Interpretation**

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**MARKETING COMMUNICATIONS SERIES  
2026**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 1

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Promotion

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain marketing and its importance in a global economy?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of buzz-marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the use of video/images for digital marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Monitor user-generated content?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of corporate branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						