



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Marketing-Information Management

APPAREL AND ACCESSORIES MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 21st 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.

21st CENTURY SKILLS

- 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

- Identify data monitored for marketing decision making.
- Discuss the nature of sampling plans (i.e. who, how many, how chosen).
- Describe data-collection methods (e.g., observations, mail, diaries, phone, internet, discussion groups, interviews, scanners, tracking tools).
- Analyze competitors' offerings.
- Recognize/Reward others for their efforts and contributions.

EVENT SITUATION

You are to assume the role of the marketing manager at OTHER THINGS, an apparel chain that sells pajamas, undergarments and athleisurewear. The director of merchandising (judge) wants you to create an exploratory research method to determine customer interest in additional product lines.

OTHER THINGS has been quite successful in selling good quality pajamas, undergarments and athleisurewear for both men and women. There are 400 physical store locations in the U.S. and Canada, and the online marketplace. Merchandise is available in a variety of sizes, styles, colors and prints.

Executives are happy with increasing same store sales and the number of customers that joined OTHER THINGS' customer rewards club, *Good Things*. Executives are now considering widening OTHER THINGS' merchandise line to include casual wear such as jeans, shorts, t-shirts, sweatshirts and sweaters. The new merchandise will also be made with quality materials the brand is known for; however, executives are worried it will not stand out from competitors' offerings.

Before a decision is made on the new merchandise, the director of merchandising (judge) wants to explore customer interest in OTHER THINGS offering additional product lines. The director of merchandising (judge) wants you to determine the best method to explore customer interest. You must:

- Identify a sampling plan of OTHER THINGS customers
- Determine specific questions
- Describe data-collection methods
- Methods to encourage participation

You will present the information to the director of merchandising (judge) in a role-play to take place in the director's (judge's) office. The director of merchandising (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director's (judge's) questions, the director (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st 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

You are to assume the role of the director of merchandising at OTHER THINGS, an apparel chain that sells pajamas, undergarments and athleisurewear. You want the marketing manager (participant) to create an exploratory research method to determine customer interest in additional product lines.

OTHER THINGS has been quite successful in selling good quality pajamas, undergarments and athleisurewear for both men and women. There are 400 physical store locations in the US and Canada, and the online marketplace. Merchandise is available in a variety of sizes, styles, colors and prints.

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Before a decision is made on the new merchandise, you want to explore customer interest in OTHER THINGS offering additional product lines. You want the marketing manager (participant) to determine the best method to explore customer interest. The marketing manager (participant) must:

- Identify a sampling plan of OTHER THINGS customers
- Determine specific questions
- Describe data-collection methods
- Methods to encourage participation

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. Why is it important to get customer opinions?
2. Why should we or shouldn't we ask people that haven't purchased our products to be part of our market research?

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

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**APPAREL AND ACCESSORIES MARKETING SERIES
2026**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Marketing-Information Management

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify data monitored for marketing decision making?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss the nature of sampling plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe data-collection methods?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Analyze competitors' offerings?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Recognize/Reward others for their efforts and contributions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						