



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Product/Service Management

MARKETING COMMUNICATIONS SERIES 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

- Describe factors used by businesses to marketers to position products/services.
- Identify opportunities in the social-media space.
- Generate marketing communications ideas.
- Explain the use of social media for digital marketing.
- Write content for use in social media.

EVENT SITUATION

You are to assume the role of the social media manager for MAIN STREET FOODS, a regional chain of grocery stores. The director of marketing (judge) wants you to determine how the company can use social media to bring excitement to MAIN STREET FOODS' bakery departments.

MAIN STREET FOODS locations all have bakery departments that sell items baked fresh daily. Along with various types of breads, rolls, buns and muffins, the bakery departments also offer many sweet treats. The bakeries can customize cakes, cupcakes and cookie cakes and are licensed to include many popular characters and brands on the designs.

While MAIN STREET FOODS has a large customer base and does well in sales, the bakery department has seen a decline in sales. Executives noted that 68% of consumers make purchasing decisions based on social media content and feel that if younger customers were excited about the bakery department, sales would increase.

The director of marketing (judge) wants you to determine which social media platforms can best be used to showcase products and make MAIN STREET FOODS' bakery department more appealing to customers. The director of marketing (judge) also wants you to generate ideas and content that will be used in social media posts.

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

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 marketing for MAIN STREET FOODS, a regional chain of grocery stores. You want the social media manager (participant) to determine how the company can use social media to bring excitement to MAIN STREET FOODS' bakery departments.

MAIN STREET FOODS locations all have bakery departments that sell items baked fresh daily. Along with various types of breads, rolls, buns and muffins, the bakery departments also offer many sweet treats. The bakeries can customize cakes, cupcakes and cookie cakes and are licensed to include many popular characters and brands on the designs.

While MAIN STREET FOODS has a large customer base and does well in sales, the bakery department has seen a decline in sales. Executives noted that 68% of consumers make purchasing decisions based on social media content and feel that if younger customers were excited about the bakery department, sales would increase.

You want the social media manager (participant) to determine which social media platforms can best be used to showcase products and make MAIN STREET FOODS' bakery department more appealing to customers. You also want the social media manager (participant) to generate ideas and content that will be used in social media posts.

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 your ideas be used for other departments, like the deli?
2. How can we incorporate social media trends in our posts?

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



**MARKETING COMMUNICATIONS SERIES
2026**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe factors used by businesses to marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify opportunities in the social-media space?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Generate marketing communications ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the use of social media for digital marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Write content for use in social media?	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						