



## **BUSINESS SERVICES MARKETING SERIES EVENT**

**CAREER CLUSTER**  
Marketing

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**CAREER PATHWAY**  
Marketing Management

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**INSTRUCTIONAL AREA**  
Product/Service Management

### **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**

- Generate product ideas.
- Explain the concept of product mix.
- Identify product's/service's competitive advantage.
- Explain the concept of competition.
- Explain key factors in building a clientele.

## EVENT SITUATION

You are to assume the role of the general manager of THE UNITED EXPRESS STORE, a franchised subsidiary of UNITED EXPRESS, a shipping company. The regional manager (judge) wants you to recommend a new product line THE UNITED EXPRESS STORE can sell that will bring in new customers and differentiate from competition.

THE UNITED EXPRESS STORE is an access point for UNITED EXPRESS shipping. Customers can drop off packages with prepaid labels, as well as pack and ship new packages. In addition, THE UNITED EXPRESS STORE offers customers a variety of services: copying, printing, notary services, passport services and postal mailboxes for both individuals and small businesses.

THE UNITED EXPRESS STORES' biggest competitor is FEDERAL PARCEL SERVICE stores. FEDERAL PARCEL SERVICE is another shipping company with branded stores that offer the exact same services as THE UNITED EXPRESS STORE but use FEDERAL PARCEL shipping rather than UNITED EXPRESS.

The regional manager (judge) wants you to recommend a product or service that THE UNITED EXPRESS STORE can sell that will bring new customers into THE UNITED EXPRESS STORE and differentiate it from FEDERAL PARCEL SERVICE stores. The regional manager (judge) wants a product or service that will convert FEDERAL PARCEL SERVICE store customers into THE UNITED EXPRESS STORE customers.

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

## JUDGE INSTRUCTIONS

### JUDGE CHARACTERIZATION

You are to assume the role of the regional manager of THE UNITED EXPRESS STORE, a franchised subsidiary of UNITED EXPRESS, a shipping company. You want the general manager (participant) to recommend a new product line THE UNITED EXPRESS STORE can sell that will bring in new customers and differentiate from competition.

THE UNITED EXPRESS STORE is an access point for UNITED EXPRESS shipping. Customers can drop off packages with prepaid labels, as well as pack and ship new packages. In addition, THE UNITED EXPRESS STORE offers customers a variety of services: copying, printing, notary services, passport services and postal mailboxes for both individuals and small businesses.

THE UNITED EXPRESS STORES' biggest competitor is FEDERAL PARCEL SERVICE stores. FEDERAL PARCEL SERVICE is another shipping company with branded stores that offer the exact same services as THE UNITED EXPRESS STORE but use FEDERAL PARCEL shipping rather than UNITED EXPRESS.

You want the general manager (participant) to recommend a product or service that THE UNITED EXPRESS STORE can sell that will bring new customers into THE UNITED EXPRESS STORE and differentiate it from FEDERAL PARCEL SERVICE stores. You want a product or service that will convert FEDERAL PARCEL SERVICE store customers into THE UNITED EXPRESS STORE customers.

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 does your recommended product fit the UNITED EXPRESS brand?
2. Will our employees need any training to learn about the new product?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general 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 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
<b>Content Understanding</b>	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.
<b>Application of Performance Indicators and Career Competencies</b>	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.
<b>Reasoning</b>	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.
<b>Workplace Readiness</b>	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.



## BUSINESS SERVICES MARKETING SERIES – 2026

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

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

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

**INSTRUCTIONAL AREA:**  
Product/Service Management

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Generate product ideas.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the concept of product mix.	0-1-2-3	4-5-6	7-8-9	10	
3.	Identify product's/service's competitive advantage.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the concept of competition.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain key factors in building a clientele.	0-1-2-3	4-5-6	7-8-9	10	
<b>SOLUTION</b>						
6.	<b>Unique</b> Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	<b>Practical</b> Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	<b>Effective</b> Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
<b>CAREER COMPETENCIES</b>						
9.	<b>Critical Thinking</b> Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	<b>Communication</b> Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	<b>Decision Making</b> Consider the impacts of decisions.	0-1	2-3	4-5	6	
<b>OVERALL IMPRESSION</b>						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
<b>TOTAL SCORE</b>						