



MARKETING COMMUNICATIONS SERIES EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communications

INSTRUCTIONAL AREA
Promotion

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

- 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

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

JUDGE CHARACTERIZATION

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

- 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
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.



MARKETING COMMUNICATIONS SERIES – 2026

JUDGE'S EVALUATION FORM DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain marketing and its importance in a global economy.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the nature of buzz-marketing.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the use of video/images for digital marketing.	0-1-2-3	4-5-6	7-8-9	10	
4.	Monitor user-generated content.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the nature of corporate branding.	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						