



MARKETING COMMUNICATIONS 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 Case Study Situation.

You have up to 60 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 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, 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

- Develop digital marketing campaign.
- Identify strategies for attracting targeted audience to website.
- Describe considerations in developing customer evangelists.
- Create customer evangelist strategy.
- Discuss the relationship between promotion and marketing.

CASE STUDY SITUATION

You are marketing communications consultants hired by **MUST LOVE DOGS**, an online dating service that connects people that have pet dogs or have a love of the animal. **MUST LOVE DOGS** began as a regional company that only allowed users in certain zip codes but soon became so popular the owners expanded it to allow users from an entire region.

Members pay a monthly fee to access the database of single dog owners that are looking to meet someone special in the area. **MUST LOVE DOGS** members applaud the online dating service for understanding that dog owners prefer to date people that love dogs and understand the necessary responsibilities that come from dog ownership. The dating service suggests that when members match, their first date is taking their dogs on a walk or to a dog park.

MUST LOVE DOGS will soon widen their reach to expand nationally. In anticipation, the owner wants to develop a digital marketing campaign that will introduce the service to new markets. Initially, the owner wanted to pay for a celebrity or influencer endorsement but then read several articles that stated audiences now prefer companies to use authenticity and relatability in marketing. Audiences are growing tired of curated influencer content.

YOUR CHALLENGE

The owner hired your team to develop a digital marketing campaign for **MUST LOVE DOGS** that would incorporate customer evangelists to introduce the service to new markets. The owner wants your plan to include how to ensure the content is authentic and relatable and does not feel curated.

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 team.
- The maximum score for the evaluation is 100 points.

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 – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Promotion

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Develop digital marketing campaign.	0-1-2-3	4-5-6	7-8-9	10	
2.	Identify strategies for attracting targeted audience to website.	0-1-2-3	4-5-6	7-8-9	10	
3.	Describe considerations in developing customer evangelists.	0-1-2-3	4-5-6	7-8-9	10	
4.	Create customer evangelist strategy.	0-1-2-3	4-5-6	7-8-9	10	
5.	Discuss the relationship between promotion and marketing.	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						