



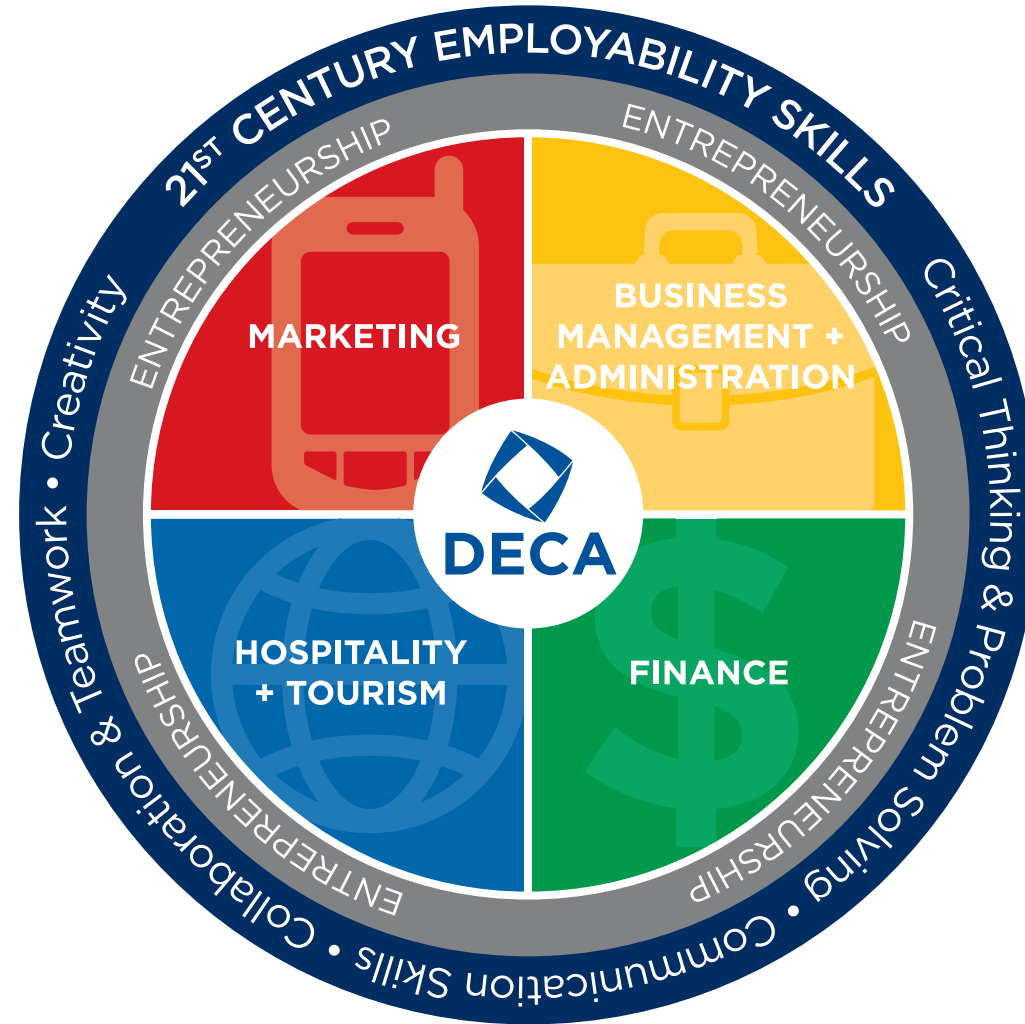
THIS IS  
HOW  
*we do*  
DECA<sup>®</sup>

A blue-tinted photograph of a group of students sitting around a table in a classroom, engaged in a collaborative activity. They are looking at papers and talking to each other. The text is overlaid on the left side of the image.

THIS IS HOW WE  
**USE ROLE-PLAYS AND  
CASE STUDIES IN THE  
CLASSROOM**

# COMPETITIVE EVENTS CONNECTION

- National Curriculum Standards
- Career Clusters®
- 21<sup>st</sup> Century Skills



# ROLE-PLAY SAMPLE



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Communications

**INSTRUCTIONAL AREA**  
Marketing

MCS-19  
Sample

## MARKETING COMMUNICATIONS SERIES EVENT

### PARTICIPANT INSTRUCTIONS

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

### 21<sup>st</sup> CENTURY SKILLS

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- 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

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- Explain the use of video/images for digital marketing.
- Develop schedule for marketing communications assignment.
- Describe marketing functions and related activities.
- Discuss actions employees can take to achieve the company's desired results.
- Discuss the relationship between promotion and marketing.

- Career Cluster
- Career Pathway
- Instructional Area
- 21<sup>st</sup> Century Skills
- Performance Indicators

# PERFORMANCE INDICATOR LISTS

 BUSINESS ADMINISTRATION CORE

 BUSINESS MANAGEMENT + ADMINISTRATION

 ENTREPRENEURSHIP

 FINANCE

 HOSPITALITY + TOURISM

 MARKETING

 PERSONAL FINANCIAL LITERACY

 DECA



**PERFORMANCE INDICATORS**

HOSPITALITY + TOURISM CAREER CLUSTER

THE HOSPITALITY AND TOURISM CAREER CLUSTER PERFORMANCE INDICATORS ARE USED FOR THE FOLLOWING EVENTS:

HOSPITALITY AND TOURISM PROFESSIONAL SELLING **HTPS**

HOSPITALITY SERVICES TEAM DECISION MAKING **HTDM**

HOTEL AND LODGING MANAGEMENT SERIES **HLM**  
*Lodging Pathway*

QUICK SERVE RESTAURANT MANAGEMENT SERIES **QSRM**  
*Restaurant and Food and Beverage Services Pathway*

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES **RFSM**  
*Restaurant and Food and Beverage Services Pathway*

TRAVEL AND TOURISM TEAM DECISION MAKING **TTDM**

Performance indicators are used to define the parameters of the comprehensive written career cluster exam and other activities that are part of the overall competition.

This list was compiled by MBAResearch and Curriculum Center and DECA Inc. and represents efforts to support all DECA competitive events within the overall framework of the National Business Administration Standards. Individual indicators are based on a review of, or research and an extensive review of, available online and print materials, both from industry and education.

For additional information on these Performance Indicators, the National Curriculum Framework, or the National Business Administration Standards, please visit the MBAResearch website at [www.MBAResearch.org](http://www.MBAResearch.org). Questions may be emailed to [dehho@MBAResearch.org](mailto:dehho@MBAResearch.org).  
Revised online July 2016 by DECA Inc.



# INSTRUCTIONAL AREAS

## MARKETING

### PROMOTION

- Apparel and Accessories Marketing Series – 2017
- Automotive Services Marketing Series – 2019
- Business Services Marketing Series – 2018
- Sports and Entertainment Marketing Team Decision Making – 2018

## HOSPITALITY + TOURISM

### PRICING

- Hotel and Lodging Management Series – 2018
- Restaurant and Food Service Management Series – 2017

# ROLE-PLAY FORMAT

MCS-19  
Sample

## EVENT SITUATION

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You are to assume the role of director of marketing at **HOUSE OF VITAMINS**, a chain of retailers specializing in vitamins and nutritional supplements. You will be meeting with one of your regional managers (judge) to discuss how each store manager will implement a local marketing strategy using Instagram.

HOUSE OF VITAMINS was founded in 1978 and in the last forty years has opened 700 brick and mortar stores. The majority of HOUSE OF VITAMINS locations are in strip malls, outdoor lifestyle centers or in shopping malls. The stores contain a variety of vitamins, supplements, shakes, powders, and nutritious snacks. The retailer launched a loyalty shopper program, *Vitamin Household*, in 2012. Since that time, over 500,000 people have enrolled.

The retailer has maintained an Instagram account since 2015. The account is managed and maintained by the corporate office and features images of top-rated products, new products, HOUSE OF VITAMINS philosophy, philanthropic activities, recipes, information and health tips. Since its activation, HOUSE OF VITAMINS' Instagram page has over 200,000 followers and has over 4,000 posted images and videos.

The senior vice president has decided that rather than HOUSE OF VITAMINS' Instagram page be managed and maintained by the corporate office, each of the 700 stores will have their own Instagram account. The senior vice president feels this opens each individual store location up to manage their own local marketing strategy.

To introduce the new initiative, you will be meeting with one of the regional managers (judge) to discuss the local marketing strategy and how each store manager can best use the store's unique Instagram account to their advantage. You must give the regional manager (judge) a schedule of how the Instagram account should be used each week, including number of posts, pictures, videos, specific content and national versus local information.

You will present your campaign 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 your campaign 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.

- Student Role
- Company
- Judge Role
- Deliverable
- Meeting Location

# INSTRUCTIONAL METHODS

MCS-19  
Sample

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- Warm-up activities and class discussions
- Think-Pair-Share
- Writing exercises
- Public speaking exercises
- Assessment tools

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# EVALUATION



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Communications

**INSTRUCTIONAL AREA**  
Marketing

MCS-19  
Sample

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### 21<sup>st</sup> CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
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### PERFORMANCE INDICATORS

- Explain the use of video/images for digital marketing.
- Develop schedule for marketing communications assignment.
- Describe marketing functions and related activities.
- Discuss actions employees can take to achieve the company's desired results.
- Discuss the relationship between promotion and marketing.



**MARKETING COMMUNICATIONS SERIES**  
2019

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA:**  
Marketing

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

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

MCS-19  
Sample

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the use of video/images for digital marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Develop schedule for marketing communications assignment?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Discuss the relationship between promotion and marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						

**COOL IDEAS**



**DECCA**®