CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communications

INSTRUCTIONAL AREA
Information 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 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 effective 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

1. Discuss the nature of information management.

2. Explain the nature of e-mail marketing tactics.

3. Describe considerations in using databases in marketing communications.

4. Mine databases for information useful in marketing communications.

5. Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of marketing director for WORN, a regional retailer that sells a variety of apparel, accessories, shoes and small gifts. The senior vice president of marketing (judge) has asked you to determine how to best use a customer database to send out specialized emails that will generate repeat business.

There are 25 WORN stores in the region. Each store is quite large and has many different departments: women's apparel, men's apparel, children's apparel, baby apparel, accessories, footwear, active wear and small gifts. The retailer is known for its trendy yet affordable merchandise and targets all demographics.

Six months ago, cashiers asked all customers at check-out to submit email addresses. The email addresses, along with all other receipt information, were then part of a database of information useful to WORN marketing executives. The senior vice president of marketing (judge) wants you use the information collected in the database to send out specialized emails to customers. The senior vice president (judge) hopes that the specialized emails will result in an increase in repeat business.

The following information has been collected from every transaction at all 25 WORN stores: email address, store number, cashier name, date/time, merchandise sold from each department, total amount spent in each department, coupon or discount used for purchases, and payment type. The database also keeps track of how many times an email address is associated with a purchase, so marketers can identify first-time shoppers and loyal customers.

The senior vice president (judge) wants you to analyze the information type collected in the database and determine which is the most useful information and how it can be used in direct emails. The senior vice president (judge) wants to make sure customers are receiving relevant emails to ensure they are opened and read rather than deleted or marked as spam.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures

2. 21st Century Skills and Performance Indicators

3. Event Situation

4. Judge Role-play Characterization
   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.

5. Judge's Evaluation Instructions

6. Judge's Evaluation Form
   Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of senior vice president of marketing for WORN, a regional retailer that sells a variety of apparel, accessories, shoes and small gifts. You have asked the marketing director (participant) to determine how to best use a customer database to send out specialized emails that will generate repeat business.

There are 25 WORN stores in the region. Each store is quite large and has many different departments: women's apparel, men's apparel, children's apparel, baby apparel, accessories, footwear, active wear and small gifts. The retailer is known for its trendy yet affordable merchandise and targets all demographics.

Six months ago, cashiers asked all customers at check-out to submit email addresses. The email addresses, along with all other receipt information, were then part of a database of information useful to WORN marketing executives. You want the marketing director (participant) to use the information collected in the database to send out specialized emails to customers. You hope that the specialized emails will result in an increase in repeat business.

The following information has been collected from every transaction at all 25 WORN stores: email address, store number, cashier name, date/time, merchandise sold from each department, total amount spent in each department, coupon or discount used for purchases, and payment type. The database also keeps track of how many times an email address is associated with a purchase, so marketers can identify first-time shoppers and loyal customers.

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You want the marketing director (participant) to analyze the information type collected in the database and determine which is the most useful information and how it can be used in direct emails. You want to make sure customers are receiving relevant emails to ensure they are opened and read rather than deleted or marked as spam.

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. Do you think any of the information in our database is not useful? Why or why not?

2. How often should we send out specialized emails?

3. Do you think email promotions are effective?

Once the marketing director (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the marketing director (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.

MARKETING COMMUNICATIONS SERIES, 2017

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1

INSTRUCTIONAL AREA
Information Management

	Did the participant:	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of information management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of e-mail marketing tactics?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe consideration in using databases in marketing communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Mine databases for information useful in marketing communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Discuss motivational theories that impact buying behavior?	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	