



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Emotional Intelligence

FASHION MERCHANDISING AND MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Identify components of a retail image.
- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Assess long-term value and impact of actions on others.
- Identify speculative business risks.

CASE STUDY SITUATION

You are the director of product development for MOMENTUM, a popular brand of athletic shoes and athletic apparel. MOMENTUM continues to lead the industry in sales of athletic shoes across all sports. The brand is sold at MOMENTUM retail stores and website, department stores and athletic retailers across the nation.

Two years ago, MOMENTUM partnered with the famous musician Breezy B. Breezy B helped design an exclusive line of MOMENTUM shoes that are both functional and stylish. The Breezy B line of MOMENTUM shoes are made with high quality materials, sophisticated add-ons such as jewels, gold and crystals and have the musician's emblem featured on the heel. The shoes range in price from \$250 - \$800.

One month before MOMENTUM was to launch the Breezy B collection of shoes, a scandal occurred. In an interview that went viral, Breezy B made several hateful, demoralizing and demeaning comments about women and claimed women's sports are a joke. The hateful comments led to MOMENTUM cutting all ties with Breezy B. The comments also went against a strict and explicit moral clause in Breezy B's contract with MOMENTUM, allowing the company to own the Breezy B collection outright. MOMENTUM is the sole owner of all design rights registered to the existing products.

YOUR CHALLENGE

MOMENTUM has millions of dollars of Breezy B collection inventory. It costs thousands of dollars each month to store the inventory and the president does not want to keep the expense.

The president has asked you to analyze the situation and determine how the brand can responsibly eliminate the Breezy B collection inventory.

EVALUATION INSTRUCTIONS

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



**FASHION MERCHANDISING AND MARKETING
2024**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Emotional Intelligence

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify components of a retail image?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain reasons for ethical dilemmas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Recognize and respond to ethical dilemmas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Assess long-term value and impact of actions on others?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify speculative business risks?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						