



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Communications

**INSTRUCTIONAL AREA**

Promotion

**MARKETING COMMUNICATIONS 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 60 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**

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- 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**

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- Explain the role of business websites in digital marketing.
- Explain the nature of direct marketing channels.
- Determine appropriateness of promotional strategy across product lines.
- Explain the concept of marketing strategies.
- Discuss motivational theories that impact buying behavior.

## **CASE STUDY SITUATION**

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You are the director of marketing and the director of promotions for FURNITURE EMPORIUM, a furniture store chain with over 650 locations. FURNITURE EMPORIUM has furniture and household accessories available for living rooms, dining rooms, bedrooms and home offices. Each physical store location also has a section dedicated to furniture and accessories for kids' rooms.

Most shoppers wanting to purchase furniture start their purchasing journey online. These shoppers will visit various furniture retailers' websites and complete searches for furniture type and narrow the search by color, size and/or price. The majority of these preliminary website visits are anonymous, meaning the shopper does not log in or create an account with the retailer.

Once a shopper has clicked on two or more similar products they are known as "on-the-fence customers" which means they are satisfied with the retailer and the available options but have not narrowed down a choice for purchase.

## **YOUR CHALLENGE**

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The chief marketing officer for FURNITURE EMPORIUM wants your team to design a special offer or promotion for on-the-fence customers that will result in a purchase. The special offer or promotion must include an incentive for on-the-fence customers to visit a nearby FURNITURE EMPORIUM, keeping in mind the on-the-fence customer will not be logged in to the FURNITURE EMPORIUM website.

## EVALUATION INSTRUCTIONS

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**MARKETING COMMUNICATIONS  
2024**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Promotion

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

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

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the role of business websites in digital marketing?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of direct marketing channels?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Determine appropriateness of promotional strategy across product lines?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						