



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Marketing

## **BUSINESS SERVICES MARKETING 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 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**

- 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**

1. Explain the nature of a promotional plan.
2. Describe marketing functions and related activities.
3. Explain factors that influence customer/client/business buying behavior.
4. Demonstrate connections between company actions and results.
5. Describe the role of customer voice in branding.

## EVENT SITUATION

You are to assume the role of marketing director for NORTH STAR TRAINING & DEVELOPMENT, a company that provides training and development workshops to businesses and organizations. The president of the company (judge) wants you to create a promotional plan that will successfully market a new workshop to both past and potential clients.

NORTH STAR TRAINING & DEVELOPMENT has been providing area businesses and organizations with professional workshops for the past five years. Employees travel to the clients' workplace and provide half-day or full-day learning opportunities. The full-day workplace harassment and half-day leadership development workshops are the most commonly booked workshops.

At the conclusion of each workshop, each participant is asked to provide feedback through an online survey. The survey requests information about the NORTH STAR employee leading the workshop, content and length of the workshop, and requested topics for future workshops. After compiling the survey data from the last year, it was determined that the majority of clients requested workshops featuring diversity and sensitivity training.

NORTH STAR TRAINING & DEVELOPMENT has used that data to create a full-day workshop centered on diversity and sensitivity training. The president of the company (judge) thinks the new workshop will address requests from past clients that requested the content and will also attract new clients.

The president (judge) wants you to create a promotional plan that will successfully market the diversity and sensitivity workshop to both past clients and potential clients. You must include proposed marketing activities and factors that will influence clients to book the new workshop.

You will present the plan to the president (judge) in a role-play to take place in the president's (judge's) office. The president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the president's (judge's) questions, the 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 and 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. 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.
4. Judge's Evaluation Instructions and 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 marketing director for NORTH STAR TRAINING & DEVELOPMENT, a company that provides training and development workshops to businesses and organizations. The president of the company (judge) wants you to create a promotional plan that will successfully market a new workshop to both past and potential clients.

NORTH STAR TRAINING & DEVELOPMENT has been providing area businesses and organizations with professional workshops for the past five years. Employees travel to the clients' workplace and provide half-day or full-day learning opportunities. The full-day workplace harassment and half-day leadership development workshops are the most commonly booked workshops.

At the conclusion of each workshop, each participant is asked to provide feedback through an online survey. The survey requests information about the NORTH STAR employee leading the workshop, content and length of the workshop, and requested topics for future workshops. After compiling the survey data from the last year, it was determined that the majority of clients requested workshops featuring diversity and sensitivity training.

NORTH STAR TRAINING & DEVELOPMENT has used that data to create a full-day workshop centered on diversity and sensitivity training. You think the new workshop address requests from past clients that requested the content and will also attract new clients.

You want the marketing director (participant) to create a promotional plan that will successfully market the diversity and sensitivity workshop to both past clients and potential clients. The marketing director (participant) must include proposed marketing activities and factors that will influence clients to book the new workshop.

The participant will present the plan 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. Why is it necessary to promote the new workshops by indicating they are developed based on customer feedback?

2. Why is it important that customers know we acknowledge and appreciate their feedback?
3. Why is it important that customer feedback has an anonymous feedback option?

Once the marketing director (participant) has presented the plan 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.

<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.



**BUSINESS SERVICES MARKETING SERIES,  
2019**

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

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Marketing

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe the role of customer voice in branding?	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>						



