



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Operations

## **PRINCIPLES OF MARKETING 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Explain the nature of operations.
2. Maintain a safe work environment.
3. Explain routine security precautions.
4. Describe health and safety regulations in business.

## **EVENT SITUATION**

You are to assume the role of a sales person at JOHNSON BROTHERS MOTORS, a local automobile dealership. A new sales person (judge) has joined the team and you have been asked to explain basic safety and security precautions to minimize loss.

JOHNSON BROTHERS MOTORS has a large inventory of both new and used vehicles for sale. The inventory is worth millions of dollars; with each vehicle ranging from \$10,000 to \$65,000. Customers that visit the dealership oftentimes want to test drive vehicles, sometimes allowing the sales person to ride along. There are basic safety and security precautions the sales team can follow to minimize loss for the dealership.

You have been asked to explain to the new sales person (judge) how the sales team can communicate basic safety and security precautions to customers and practice them themselves while on test drives.

You will explain the precautions to the new sales person (judge) in a role-play to take place at the dealership. The new sales person (judge) will begin the role-play by asking you about the safety and security. After you have explained basic safety and security to the new sales person (judge) and have answered the new sales person's (judge's) questions, the sales person (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. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of a new sales person at JOHNSON BROTHERS MOTORS, a local automobile dealership. Another sales person (judge) has been asked to explain basic safety and security precautions to minimize loss.

JOHNSON BROTHERS MOTORS has a large inventory of both new and used vehicles for sale. The inventory is worth millions of dollars; with each vehicle ranging from \$10,000 to \$65,000. Customers that visit the dealership oftentimes want to test drive vehicles, sometimes allowing the sales person to ride along. There are basic safety and security precautions the sales team can follow to minimize loss for the dealership.

The sales person (participant) has been asked to explain to you how the sales team can communicate basic safety and security precautions to customers and practice them themselves while on test drives.

The sales person (participant) will explain the precautions in a role-play to take place at the dealership. You will begin the role-play by asking about the basic safety and security precautions. During the course of the role-play you are to ask the following questions of each participant:

1. Aside from the loss of vehicles, what other loss could the dealership suffer?

2. How should we communicate our precautions?

After the sales person (participant) has given you an explanation and has answered your questions, you will conclude the role-play by thanking the sales person (participant).

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

*Answers will vary but should demonstrate a basic understanding of the concepts.*

## 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.



**PRINCIPLES OF MARKETING, 2018**

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

**JUDGE'S EVALUATION FORM  
SAMPLE**

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

**INSTRUCTIONAL AREA**

Operations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of operations?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Maintain a safe work environment?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain routine security precautions?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Describe health and safety regulations in business?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						