



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

RETAIL MERCHANDISING 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 demonstrate the 21st Century Skills and 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 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

- Plan stock.
- Use cross-merchandising techniques.
- Place merchandise for impact.
- Distinguish between visual merchandising and display.
- Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of the general manager of FAST STOP, a convenience store. The district manager (judge) wants you to plan additional stock needed and ideal placement of stock during an upcoming event in your neighborhood.

Your FAST STOP store is the closest retailer to SUMMIT SOCCER COMPLEX, which is hosting a regional youth summer soccer tournament. For one week, hundreds of youth from around the region will be competing in the soccer tournament. If attendees need to visit a store, your FAST STOP is the closest retailer.

The district manager (judge) thinks you should order additional stock of products that the summer soccer tournament attendees will need and want. The district manager (judge) wants you to first list the products that will need additional inventory. Next, the district manager (judge) wants you to determine ideal placement of the stock with suggestions for both visual merchandising and display.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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 Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the district manager of FAST STOP, a convenience store. You want a general manager (participant) to plan additional stock needed and ideal placement of stock during an upcoming event in the neighborhood.

The general manager's (participant's) FAST STOP store is the closest retailer to SUMMIT SOCCER COMPLEX, which is hosting a regional youth summer soccer tournament. For one week, hundreds of youth from around the region will be competing in the soccer tournament. If attendees need to visit a store, the general manager's (participant's) FAST STOP is the closest retailer.

You think the general manager (participant) should order additional stock of products that the summer soccer tournament attendees will need and want. You want the general manager (participant) to first list the products that will need additional inventory. Next, you want the general manager (participant) to determine ideal placement of the stock with suggestions for both visual merchandising and display.

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. What products will parents and coaches want to purchase?
2. How can we show our support of the soccer tournament?
3. What information do we need to give employees regarding the soccer tournament?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the work.

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

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.



**RETAIL MERCHANDISING SERIES
2020**

JUDGE'S EVALUATION FORM

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Plan stock?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Use cross-merchandising techniques?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Place merchandise for impact?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Distinguish between visual merchandising and display?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer/client/business 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						



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PERFORMANCE INDICATORS

- Explain the nature of marketing plans.
- Explain the concept of marketing strategies.
- Explain the concept of market and market identification.
- Identify communications channels used in sales promotion.
- Distinguish between retailing and marketing.