



OCCUPATIONAL CATEGORY
Apparel and Accessories Marketing
Management Level

INSTRUCTIONAL AREA
Marketing-Information Management

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators Evaluated and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS EVALUATED

1. Explain the nature of marketing research in a marketing-information management system.
2. Identify information monitored for marketing decision making.
3. Describe sources of secondary data.
4. Explain the nature of sales forecasts.
5. Explain the nature of positive customer/client relations.

EVENT SITUATION

You are to assume the role of experienced employee of CHIC STYLE, a clothing store. The store manager (judge) has asked you to help with research for a plan to improve the store and present your ideas to the store manager (judge).

CHIC STYLE is located in an indoor suburban shopping mall with 100 stores plus 2 anchor department stores. CHIC STYLE has always been popular with teenage girls ages 13 to 17. CHIC STYLE'S products are pricey and very trendy. The profit percentage for the store's clothing is high, but the number of items purchased per person is low. It seems that girls save up their money and purchase only one or two outfits from the store.

One month ago CHIC STYLE was bought by a new owner. This owner is pressuring the manager (judge) to turn CHIC STYLE into a frequently visited, highly profitable store. The owner is willing to devote money to any necessary changes, including changes to the store's atmosphere, product line or any other aspect. However, the owner wants to make sure the money is spent wisely. The manager (judge) wants to create a plan that will provide the owner with all the information necessary to make wise changes. The manager (judge) has asked for your input on the type of information needed, an appropriate methodology for conducting the research and a choice of location for the research.

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

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. Performance Indicators Evaluated
3. Event Situation
4. 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.
5. Judge's Evaluation Instructions
6. 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 manager of CHIC STYLE, a clothing store. With the store under new ownership, you have asked an experienced employee (participant) to help with research for a plan to determine ways to improve the store.

CHIC STYLE is located in an indoor suburban shopping mall with 100 stores plus 2 anchor department stores. CHIC STYLE has always been popular with teenage girls ages 13 to 17. CHIC STYLE'S products are pricey and very trendy. The profit percentage for the clothing is high, but the number of items purchased per person is low. It seems that girls save up their money and purchase only one or two outfits from the store.

One month ago CHIC STYLE was bought by a new owner. This owner is pressuring you to make CHIC STYLE a frequently visited, highly profitable store. The owner is willing to devote money to any necessary changes, including changes to the store's atmosphere, product line or any other aspect. However, the owner wants to make sure the money is spent wisely. You want to create a plan that will provide the owner with all the information necessary to make wise changes. You have asked an experienced employee (participant) for input on the type of information needed, an appropriate methodology for conducting the research and a choice of location for the research.

The experienced employee (participant) will present the ideas to you in a role-play to take place in the store's office. You will begin the role-play by greeting the employee (participant) and asking to hear the ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What kind of resources will we need to implement your ideas?
2. What area should we concentrate on first?
3. What results do you think we will find?

After the employee (participant) has presented his/her ideas and has answered your questions, you are to conclude the role-play by thanking the employee (participant) for the work on the project.

You are not to make any comments once the role-play 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 Evaluated 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.

Level of Evaluation

Interpretation Level

Excellent

Participant demonstrated the performance indicators in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.

Good

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 70-89th percentile of business personnel performing this performance indicator.

Fair

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 50-69th percentile of business personnel performing this performance indicator.

Poor

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 0-49th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM

AAML-03

Marketing-Information Management

DID THE PARTICIPANT:

1. Explain the nature of marketing research in a marketing-information management system?

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at explaining the nature of marketing research were insufficient or unclear.	Adequately explained the nature of marketing research.	Effectively explained the nature of marketing research.	Very effectively explained the nature of marketing research.

2. Identify information monitored for marketing decision making?

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at identifying information monitored for marketing decision making were weak or confusing.	Adequately identified information monitored for marketing decision making.	Effectively identified information monitored for marketing decision making.	Very effectively identified information monitored for marketing decision making.

3. Describe sources of secondary data?

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at describing sources of secondary data were weak or unclear.	Adequately described sources of secondary data.	Effectively described sources of secondary data.	Very effectively and clearly described sources of secondary data.

4. Explain the nature of sales forecasts?

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at explaining the nature of sales forecasts were weak or unclear.	Adequately explained the nature of sales forecasts.	Effectively explained the nature of sales forecasts.	Very effectively and clearly explained the nature of sales forecasts.

5. Explain the nature of positive customer/client relations?

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at explaining the nature of positive customer/client relations were weak or unclear.	Adequately explained the nature of positive customer/client relations.	Effectively explained the nature of positive customer/client relations.	Very clearly and effectively explained the nature of positive customer/client relations.

6. Overall impression of the participant's skills and performance?

POOR	FAIR	GOOD	EXCELLENT
0, 1	2, 3, 4	5, 6, 7	8, 9, 10
Demonstrated few skills with little or no effectiveness.	Demonstrated limited ability to link some skills effectively.	Effectively demonstrated specified skills.	Demonstrated skills in a confident, articulate and integrated manner that meets the highest professional business standards.

Judge's Initials _____

TOTAL SCORE _____