



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Marketing

APPAREL AND ACCESSORIES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators 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 have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the use of visual merchandising in retailing.
2. Describe marketing functions and related activities.
3. Explain customer/client/business buying behavior.
4. Demonstrate connections between company actions and results.
5. Explain the concept of market and market identification.



EVENT SITUATION

You are to assume the role of marketing manager at SUZANNE'S BRIDAL, a regional chain of stores that specialize in bridal gowns, prom dresses and other formalwear. The owner of the chain (judge) has asked you to decide what changes should be made to store mannequins so that they better represent real customers.

SUZANNE'S BRIDAL is the number one bridal gown retailer in the area. Each store is elegantly decorated, has several personal attendants (sales associates) on staff and boasts the largest inventory of both designer and bargain bridal and formal apparel. Each of the 35 store locations attracts brides-to-be and prom dress shoppers from miles away because the stores carry dresses in sizes 0-26. Other bridal stores simply stock sample gowns in a standard size.

Each store has more than a dozen mannequins that display the various styles, brands and quality of wedding gowns and prom dresses. Every mannequin was uniform; all 5'7" tall and able to display a size 4 wedding or prom dress. The purpose of the mannequins was to give shoppers an idea of what the dress looks like on a real person, rather than just on a hanger.

Research shows that 42% of shoppers say that mannequins influence buying decisions. A shopper can be encouraged to try on a new style if it is displayed on a mannequin. The owner (judge) has decided to replace some of the mannequins in the store. The owner (judge) feels that the mannequins should represent the real shoppers and not just the uniform 5'7" size 4 standard. The owner (judge) has asked you to recommend changes to the mannequins that SUZANNE'S BRIDAL uses to make them marketable to more people.

You will present your proposed changes to the owner of the shop (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your proposed changes and have answered the owner's (judge's) questions, the owner (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. Performance Indicators
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 owner of SUZANNE'S BRIDAL, a regional chain of stores that specialize in bridal gowns, prom dresses and other formalwear. You have asked the marketing manager (participant) to decide what changes should be made to store mannequins so that they better represent real customers.

SUZANNE'S BRIDAL is the number one bridal gown retailer in the area. Each store is elegantly decorated, has several personal attendants (sales associates) on staff and boasts the largest inventory of both designer and bargain bridal and formal apparel. Each of the 35 store locations attracts brides-to-be and prom dress shoppers from miles away because the stores carry dresses in sizes 0-26. Other bridal stores simply stock sample gowns in a standard size.

Each store has more than a dozen mannequins that display the various styles, brands and quality of wedding gowns and prom dresses. Every mannequin was uniform; all 5'7" tall and able to display a size 4 wedding or prom dress. The purpose of the mannequins was to give shoppers an idea of what the dress looks like on a real person, rather than just on a hanger.

Research shows that 42% of shoppers say that mannequins influence buying decisions. A shopper can be encouraged to try on a new style if it is displayed on a mannequin. You have decided to replace some of the mannequins in the store. You feel that the mannequins should represent the real shoppers and not just the uniform 5'7" size 4 standard. You have asked the marketing manager (participant) to recommend changes to the mannequins that SUZANNE'S BRIDAL uses to make them marketable to more people.

The marketing manager (participant) will present the proposed changes to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing manager (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. Should we announce these changes to the public?
2. Can you think of any negative consequences of making the changes?

Once the marketing manager (participant) has presented the proposed changes and has answered your questions, you will conclude the role-play by thanking the marketing manager (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.

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.



APPAREL AND ACCESSORIES MARKETING SERIES, 2015

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

INSTRUCTIONAL AREA:
Marketing

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

		0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
1.	Explain the use of visual merchandising in retailing?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe marketing functions and related activities?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Demonstrate connections between company actions and results?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain the concept of market and market identification?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						