



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

BUSINESS SERVICES MARKETING 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 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

1. Explain the role of promotion as a marketing function.
2. Explain the nature of a promotional plan.
3. Explain the nature of product/service branding.
4. Describe factors used by marketers to position products/services.
5. Communicate core values of product/service.

EVENT SITUATION

You are to assume the role of general manager at EXPRESS PRINTING & SHIPPING, a local business that provides printing and delivery services to other businesses in the area. The owner of the company (judge) has asked you to determine how to best promote EXPRESS PRINTING & SHIPPING as a large national chain of office supplies and services has opened a store in the area.

EXPRESS PRINTING & SHIPPING is located in a city of 250,000 people and has been in business for over twenty years. The store has plenty of loyal business clients that use EXPRESS for an assortment of printing and shipping needs. EXPRESS' prices are considered average, but the store does offer a special each month, such as 10% off 500 or more color copies or 10% off 500 business cards. EXPRESS advertises its monthly specials on the electronic sign outside the store and on its Facebook page and website.

Just last month, MARGINS, a national chain of office supplies and services opened its first store in the area. The store is one of 950 MARGINS stores across the nation and boasts a huge inventory of office supplies along with full-service high tech printing for both business clients and the general public.

Along with the new store came a large amount of advertising. National MARGINS television commercials began broadcasting, grand opening ads were featured on local radio stations and large print ads were in the daily community newspaper. All advertisements promoted MARGINS unbeatable prices and services.

MARGINS does offer a few products and services that EXPRESS PRINTING & SHIPPING does not. MARGINS offers a huge inventory of office supplies, can receive custom print orders online and offers same day printing. EXPRESS PRINTING & SHIPPING does not offer any of those services. MARGINS also offers cheaper prices on printing services.

The owner of EXPRESS PRINTING & SHIPPING (judge) is extremely concerned that the local business will lose many of its business clients to MARGINS. EXPRESS PRINTING & SHIPPING simply cannot afford the same advertising as MARGINS, nor does it have the space or technology to offer the same services.

The owner (judge) has asked you to determine how to best promote EXPRESS PRINTING & SHIPPING. Specifically, the owner (judge) wants you to determine the most valuable aspects of the business to promote and the best methods to use to promote them. The owner (judge) wants its current customers and potential customers to be reminded why EXPRESS PRINTING & SHIPPING is a better choice than MARGINS.

You will present your ideas to the owner (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 ideas 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. 21st Century Skills and 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 EXPRESS PRINTING & SHIPPING, a local business that provides printing and delivery services to other businesses in the area. You have asked the general manager (participant) to determine how to best promote EXPRESS PRINTING & SHIPPING as a large national chain of office supplies and services has opened a store in the area.

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You are extremely concerned that the local business will lose many of its business clients to MARGINS. EXPRESS PRINTING & SHIPPING simply cannot afford the same advertising as MARGINS, nor does it have the space or technology to offer the same services.

You have asked the general manager (participant) to determine how to best promote EXPRESS PRINTING & SHIPPING. Specifically, you want the general manager (participant) to determine the most valuable aspects of the business to promote and the best methods to use to promote them. You want the current customers and potential customers to be reminded why EXPRESS PRINTING & SHIPPING is a better choice than MARGINS.

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

1. Why is it important for us to even address our new competition?
2. Do you think we will have to lower our prices to compete?
3. How can we tell if your ideas are effective?

Once the general manager (participant) has presented ideas 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.

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.



**BUSINESS SERVICES MARKETING SERIES,
2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

INSTRUCTIONAL AREA
Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of product/service?	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						