



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Emotional Intelligence

## **PRINCIPLES OF MARKETING 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. Identify personality traits important to business.
2. Explain the concept of self-esteem.
3. Explain the concept of leadership.
4. Foster positive working relationships.



## **INTERVIEW SITUATION**

You are to assume the role of candidate for the marketing specialist position at GEAR SHOES, an emerging brand of athletic footwear targeted at serious athletes. You have submitted your résumé and have been invited in for a personal interview with the marketing director (judge). This interview will be used to measure your knowledge and understanding of emotional intelligence. The marketing director (judge) wants to make sure you understand how personality affects working in a team environment.

The marketing team at GEAR SHOES is made up of several marketing specialists. The marketing specialists work together on projects and assignments to effectively promote the new brand. The marketing director (judge) wants you to explain which personality traits are important when working in a team and how they can create positive working relationships.

The interview will take place in the marketing director's (judge's) office. The director (judge) will begin the interview by greeting you and asking you to explain your knowledge and understanding of emotional intelligence. Your presentation must also include the additional performance indicators listed on the first page of this event. Following your explanation, the director (judge) will ask you to respond to additional questions.

## **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. Interview 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 marketing director at GEAR SHOES, an emerging brand of athletic footwear targeted at serious athletes. The candidate (participant) is applying for a marketing specialist position. The candidate (participant) has submitted a résumé and has been invited in for a personal interview with you. This interview will be used to measure the candidate's (participant's) knowledge of the importance of emotional intelligence. You want to make sure the candidate (participant) understands how personality affects working in a team environment.

The marketing team at GEAR SHOES is made up of several marketing specialists. The marketing specialists work together on projects and assignments to effectively promote the new brand. You want the candidate (participant) to explain which personality traits are important when working in a team and how they can create positive working relationships.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear the candidate's (participant's) knowledge and understanding of emotional intelligence. The candidate (participant) must also include the additional performance indicators listed on the first page of this event. Following the candidate's (participant's) explanation, you are to ask the following questions of each participant:

1. What's the best way to handle staff conflict?
2. How can different personalities be beneficial to our team?

Once the candidate (participant) has answered your questions, you will conclude the meeting by thanking the candidate (participant) for the work.

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.

#### 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<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, 2015

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

### JUDGE'S EVALUATION FORM SAMPLE SCENARIO 2015

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

#### INSTRUCTIONAL AREA Emotional Intelligence

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify personality traits important to business?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
2.	Explain the concept of self-esteem?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
3.	Explain the concept of leadership?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
4.	Foster positive working relationships?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
5.	Overall impression and responses to the judge's questions	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
TOTAL SCORE						