



## **CAREER CLUSTER**

Marketing

## **CAREER PATHWAY**

Merchandising

## **INSTRUCTIONAL AREA**

Marketing

# **APPAREL AND ACCESSORIES MARKETING SERIES EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

## **21<sup>st</sup> 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 nature of marketing plans.
2. Describe marketing functions and related activities.
3. Explain factors that influence customer/client/business buying behavior.
4. Demonstrate connections between company actions and results.
5. Identify components of a retail image.

## EVENT SITUATION

You are to assume the role of director of marketing for JAMESON BRIDAL, a retailer that specializes in wedding gowns and other formalwear. The senior vice president (judge) wants you to create a marketing plan that will target customers of a recently bankrupt competitor.

JAMESON BRIDAL has 500 shops that specialize in providing bridal parties with amazing dresses. The chain is considered mid range, with most wedding gowns falling between the \$2,000 - \$10,000 price point. Like other bridal retailers, each shop has a limited number of samples available for customers to try on. Once a specific dress is chosen, it is ordered in the customer's size. As a rule, dresses can take up to four months to be shipped to the store. JAMESON BRIDAL offers customers two different options for rush delivery: a \$500 rush fee that guarantees the dress will arrive in four weeks and a \$1,000 rush fee that guarantees the dress will arrive in two weeks.

An 80-year-old bridal boutique, CARTER TAN, recently declared bankruptcy and closed all 60 stores. CARTER TAN is an upscale boutique, located only in large metropolitan areas that caters to wealthy clients. CARTER TAN shut down operations on April 15<sup>th</sup>, leaving hundreds of customers angry and frustrated. There are many customers with weddings in the late summer and fall that have paid deposits and ordered dresses through CARTER TAN before the bankruptcy. Now, the company spokesperson is communicating that none of the ordered dresses will be delivered, and the company is not ready to announce if deposits will be returned. This has left many brides-to-be scrambling to find other accommodations.

The senior vice president of JAMESON BRIDAL (judge) feels that the unfortunate CARTER TAN situation could not only lead to potential sales for JAMESON, but also to feelings of goodwill. The senior vice president (judge) wants you to create a marketing plan targeting the CARTER TAN customers left without wedding dresses. The marketing plan must focus on bringing those customers to JAMESON BRIDAL. As part of the marketing plan, the senior vice president would like for you to alter JAMESON BRIDAL'S rush delivery fees.

You will present the marketing plan to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the senior vice president's (judge's) questions, the senior vice president (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. 21<sup>st</sup> 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 senior vice president for JAMESON BRIDAL, a retailer that specializes in wedding gowns and other formalwear. You want the director of marketing (participant) to create a marketing plan that will target customers of a recently bankrupt competitor.

JAMESON BRIDAL has 500 shops that specialize in providing bridal parties with amazing dresses. The chain is considered mid range, with most wedding gowns falling between the \$2,000 - \$10,000 price point. Like other bridal retailers, each shop has a limited number of samples available for customers to try on. Once a specific dress is chosen, it is ordered in the customer's size. As a rule, dresses can take up to four months to be shipped to the store. JAMESON BRIDAL offers customers two different options for rush delivery: a \$500 rush fee that guarantees the dress will arrive in four weeks and a \$1,000 rush fee that guarantees the dress will arrive in two weeks.

An 80-year-old bridal boutique, CARTER TAN, recently declared bankruptcy and closed all 60 stores. CARTER TAN is an upscale boutique, located only in large metropolitan areas that caters to wealthy clients. CARTER TAN shut down operations on April 15<sup>th</sup>, leaving hundreds of customers angry and frustrated. There are many customers with weddings in the late summer and fall that have paid deposits and ordered dresses through CARTER TAN before the bankruptcy. Now, the company spokesperson is communicating that none of the ordered dresses will be

delivered, and the company is not ready to announce if deposits will be returned. This has left many brides-to-be scrambling to find other accommodations.

You feel that the unfortunate CARTER TAN situation could not only lead to potential sales for JAMESON, but also to feelings of goodwill. You want the director of marketing (participant) to create a marketing plan targeting the CARTER TAN customers left without wedding dresses. The marketing plan must focus on bringing those customers to JAMESON BRIDAL. As part of the marketing plan, the senior vice president would like for you to alter JAMESON BRIDAL'S rush delivery fees.

The participant will present the plan 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 is the best method to communicate with the targeted market?
2. Do we need to offer our current JAMESON BRIDAL customers the changed rush delivery fee? Why or why not?
3. Are there any potential negative consequences to this plan?

Once the director of marketing (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the director of marketing (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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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.



**APPAREL AND ACCESSORIES MARKETING SERIES, 2018**

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

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

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Marketing

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of marketing plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						