



MARKETING COMMUNICATIONS

ROLE-PLAYS USED IN DECA'S
INDIVIDUAL SERIES EVENTS



2018



MARKETING COMMUNICATIONS SERIES

2018 ROLE-PLAYS

INCLUDES:

INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

ROLE-PLAY 1: PRODUCT/SERVICE MANAGEMENT

ROLE-PLAY 2: CUSTOMER RELATIONS

ROLE-PLAY 3: MARKETING



INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

With its connection to National Curriculum Standards, DECA's Competitive Events Program is designed to be integrated into classroom instruction to help members apply learning and connect to business. As teaching tools, DECA's role-plays and case studies provide relevant, meaningful problems for students to solve, provide a standards-based evaluation, increase rigor of the instruction, result in evidence of student learning and expose students to DECA – all as part of classroom instruction.

STEP 1: FAMILIARIZE YOURSELF WITH EVENT GUIDELINES AND PERFORMANCE INDICATORS.

Use the DECA Guide to familiarize yourself with event guidelines that explain how each competitive event will operate – time limits, exam specifications, interactions with a judge, etc.

Role-plays and case studies are developed using performance indicators – key concepts from national curriculum standards that students should learn during the school year. DECA uses five lists of performance indicators which are organized by career cluster – business administration core, business management and administration, finance, hospitality and tourism, and marketing, as well as personal financial literacy.

Each performance indicator list is arranged by instructional areas to assist advisors with planning units of instruction. Advisors teaching accounting courses, for example, can use the Finance Career Cluster performance indicator list to plan their curriculum while advisors teaching marketing courses can use the Marketing Career Cluster performance indicator list.

STEP 2: UNDERSTAND HOW ROLE-PLAYS AND CASE STUDIES ARE DESIGNED.

The career cluster and primary instructional area for role-plays and case studies are identified at the top of the first page of the event.

Role-plays used for DECA's Principles of Business Administration Events measure four performance indicators from the business administration core.

Case studies used for DECA's Team Decision Making Events measure seven performance indicators. Usually, at least four of the seven performance indicators have been selected from the case study's instructional area. Therefore, if the event situation is asking the participant to develop a promotion plan, most of the performance indicators will be from the promotion instructional area.

Role-plays used for DECA's Individual Series Events measure five performance indicators. Usually, at least three of the five performance indicators have been selected from the event situation's instructional area. The career pathway is also identified on the role-play, which may include performance indicators from that specific pathway as well.

Role-plays used for DECA's Personal Financial Literacy event measure three performance indicators from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

STEP 3: START ORGANIZING SAMPLE EVENTS.

Each year, DECA posts sample role-plays and case studies on deca.org. Shop DECA also sells previously used events each year. Gather these samples and begin to categorize them by instructional area.

STEP 4: USE SAMPLE EVENTS AS A CLASSROOM ACTIVITY.

As you teach different instructional areas during the year, use corresponding role-plays and case studies as learning tools. While the traditional competitive event setting requires interaction with judges, many advisors have used role-plays and case studies as:

- warm-up activities at the beginning of classes.
- writing exercises that require students to write their ideas for solving the problem presented in the role-play or case study.
- public speaking exercises that require students to deliver an oral report or recorded video that presents their ideas for solving the problem presented in the role-play or case study.
- assessment tools in lieu of a multiple-choice quiz/test.

Since the evaluation form for each role-play and case study assesses the performance indicators, you are assessing students' performance according to national curriculum standards which are industry validated and aligned to career clusters.

ADDITIONAL RESOURCES

Event guidelines, performance indicator lists, sample events and sample exam questions are available at www.deca.org/competitiveevents. Sample role-play presentations can be viewed at www.deca.org. Advisors may wish to show the videos and ask students to evaluate the presentations using the evaluation forms. Shop DECA sells many items to assist advisors with integrating DECA into curriculum at shopdeca.org.



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Product/Service Management

MARKETING COMMUNICATIONS 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 nature of communications plans.
2. Develop communications plan.
3. Explain the concept of “product” in marketing communications.
4. Generate marketing communications ideas.
5. Describe factors used by businesses to position corporate brands.

EVENT SITUATION

You are to assume the role of director of marketing communications for TOY FACTORY, a retailer that sells toys, games and other items related to children and babies. The vice president of branding (judge) has asked you to develop a communications plan that will remind customers that TOY FACTORY stores are open; a full inventory of merchandise is available and prices are competitive.

TOY FACTORY was founded in 1948 as a simple toy store. Since that time, the company has expanded to over 1,000 physical store locations and offers a broad assortment of child-related merchandise. Along with toys, the large stores also contain outdoor equipment, party supplies, small furniture, baby supplies, art supplies and educational products. TOY FACTORY is the largest and most recognized name in its industry.

In early autumn, TOY FACTORY filed for bankruptcy protection. In the last several years, TOY FACTORY made bold moves to stay relevant and competitive; the company reduced prices, signed exclusive licensing deals with toymakers and purchased two other toy companies. These moves resulted in extremely high debt. The \$3 billion in bankruptcy financing will be used to alleviate the heavy debt burden, revamp stores and restructure corporate management.

The news of TOY FACTORY'S bankruptcy protection caused a stir among consumers. Most consumers link bankruptcy filing with store closings and/or the elimination of the company in its entirety. Both are not true for TOY FACTORY. The company does not plan on closing any physical store locations and will maintain business as usual.

The vice president of branding (judge) is concerned that with the September announcement of bankruptcy protection, TOY FACTORY'S holiday season will be poor at best. Customers on social media have communicated that they feel TOY FACTORY prices will be higher, inventory will be low and returns will be discouraged due to the company's financial instability.

The vice president of branding (judge) wants you to develop a communications plan for the upcoming holiday season that will remind customers that stores are open, prices are competitive and stores have full inventory. The vice president (judge) wants your communications plan to reassure customers and protect brand viability.

You will present your communications plan to the vice president of branding (judge) in a role-play to take place in the vice president of branding's (judge's) office. The vice president of branding (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 vice president of branding's (judge's) questions, the vice president of branding (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 vice president of branding for TOY FACTORY, a retailer that sells toys, games and other items related to children and babies. You have asked the director of marketing communications (participant) to develop a communications plan that will remind customers that TOY FACTORY stores are open; a full inventory of merchandise is available and prices are competitive.

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its entirety. Both are not true for TOY FACTORY. The company does not plan on closing any physical store locations and will maintain business as usual.

You are concerned that with the September announcement of bankruptcy protection, TOY FACTORY'S holiday season will be poor at best. Customers on social media have communicated that they feel TOY FACTORY prices will be higher, inventory will be low and returns will be discouraged due to the company's financial instability.

You want the director of marketing communications (participant) to develop a communications plan for the upcoming holiday season that will remind customers that stores are open, prices are competitive and stores have full inventory. You want the communications plan to reassure customers and protect brand viability.

The participant will present information 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 types of marketing communications do you recommend to promote the stores?
2. Who is the primary target market of your communications plan?
3. With the bankruptcy announcement in September, do you think your communications plan can be implemented and effective by the start of the holiday shopping season?

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



**MARKETING COMMUNICATIONS SERIES,
2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of communications plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Develop communications plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of "product" in marketing communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Generate marketing communications ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe factors used by businesses to position corporate brands?	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						



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Customer Relations

MARKETING COMMUNICATIONS 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. Generate marketing communications ideas.
2. Discuss the use of podcasts/webcasts.
3. Demonstrate a customer-service mindset.
4. Adapt communication to the cultural and social differences among clients.
5. Build and maintain relationships with customers.

EVENT SITUATION

You are to assume the role of marketing communications director for THE SON SHINE COMPANY, the parent company of two retail clothing chains: SONNY and SHINE. The senior vice president (judge) has asked you to create ideas for the development of webcasts in an attempt to boost same store sales during the back-to-school season.

THE SON SHINE COMPANY has been operating two retail chains for the past twelve years. The chain SONNY specializes in clothing for tween boys and SHINE specializes in clothing and accessories for tween girls. There are over 1,000 locations for each, all within shopping malls, strip malls or outdoor lifestyle centers. The stores are considered mid-range, more expensive than discount retailers but less expensive than department stores.

SONNY and SHINE are both popular brands among tweens. The company offers both a loyalty program and a credit card that can be used for both brands. The clothing reflects current fads and trends, making it easy for parents to purchase clothing their children will approve.

Throughout the entire industry, apparel sales have declined. Just last quarter THE SON SHINE COMPANY saw a 6% decline in same store sales. The poor performance leaves executives to believe the upcoming back-to-school season will not be as promising in sales as in years past.

In an attempt to boost back-to-school sales, THE SON SHINE COMPANY wants to market directly to its tween customers. The majority of tween girls and tween boys prefer viewing content on devices rather than on television, so instead of traditional television advertisements, the senior vice president (judge) wants THE SON SHINE COMPANY to market to its tween customers through webcasts.

The senior vice president (judge) wants you to develop ideas for different webcasts THE SON SHINE COMPANY can produce leading up to the back-to-school shopping season. The senior vice president (judge) wants you to decide the following:

- Number and frequency of webcasts
- Length of webcasts
- Ideas for specific webcast content
- Ideas to ensure webcasts appeal to all types of customers
- Methods to encourage viewers to shop at SONNY and/or SHINE

You will present your recommendations to the senior vice president (judge) in a role-play to take place in the 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 your ideas 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
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4. Judge Role-play Characterization
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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 THE SON SHINE COMPANY, the parent company of two retail clothing chains: SONNY and SHINE. You have asked the marketing communications director (participant) to create ideas for the development of webcasts in an attempt to boost same store sales during the back-to-school season.

THE SON SHINE COMPANY has been operating two retail chains for the past twelve years. The chain SONNY specializes in clothing for tween boys and SHINE specializes in clothing and accessories for tween girls. There are over 1,000 locations for each, all within shopping malls, strip malls or outdoor lifestyle centers. The stores are considered mid-range, more expensive than discount retailers but less expensive than department stores.

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Throughout the entire industry, apparel sales have declined. Just last quarter THE SON SHINE COMPANY saw a 6% decline in same store sales. The poor performance leaves executives to believe the upcoming back-to-school season will not be as promising in sales as in years past.

In an attempt to boost back-to-school sales, THE SON SHINE COMPANY wants to market directly to its tween customers. The majority of tween girls and tween boys prefer viewing content on devices rather than on television, so instead of traditional television advertisements, you want THE SON SHINE COMPANY to market to its tween customers through webcasts.

You want the marketing communications director (participant) to develop ideas for different webcasts THE SON SHINE COMPANY can produce leading up to the back-to-school shopping season. You want the marketing communications director (participant) to decide the following:

- Number and frequency of webcasts
- Length of webcasts
- Ideas for specific webcast content
- Ideas to ensure webcasts appeal to all types of customers
- Methods to encourage viewers to shop at SONNY and/or SHINE

The participant will present information 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. Should THE SON SHINE COMPANY advertise the webcasts to tween customers' parents? If so, should the content of the webcasts differ for the two audiences?
2. Do you think webcasts encouraging tweens to shop at our stores is ethical? Why or why not?
3. Are webcasts the best method of communication to reach the tween target audience?

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



**MARKETING COMMUNICATIONS SERIES,
2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Generate marketing-communications ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss the use of podcasts/webcasts?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Adapt communication to the cultural and social differences among clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build and maintain relationships with clients?	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						



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Marketing

MARKETING COMMUNICATIONS 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.
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- 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.
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PERFORMANCE INDICATORS

1. Discuss the relationship between promotion and marketing.
2. Describe marketing functions and related activities.
3. Demonstrate connections between company actions and results.
4. Identify strategies for attracting a targeted audience to website.
5. Explain the use of social media for digital marketing.

EVENT SITUATION

You are to assume the role of marketing communications director for ASSOCIATION OF PROFESSIONALS IN HEALTHCARE (APH), an organization that supports professionals in different healthcare professions and promotes the industry. The executive director (judge) has asked you to create a digital marketing campaign that will bring teenagers to the APH website to consider careers in the healthcare profession.

From the year 2020 to the year 2040, there will be a 46% increase in number of people age 65+years old. Baby Boomers will all be reaching their 70s, 80s and older, which will result in an explosion of healthcare related jobs. Not only will there be a demand for physicians and registered nurses, but also for nursing assistants, physical therapists, occupational therapists, technicians, in-home caregiving and many other healthcare related professions.

While the current number of students in post-secondary institutions for healthcare related professions has maintained a steady number of graduates, the dramatic increase of elderly in the years 2020–2040 will result in a higher demand for healthcare professionals entering the workforce each year.

The APH wants to target teenagers in a digital marketing campaign, hoping to attract them to careers in the healthcare industry. Careers in the healthcare profession begin with post-secondary education. Most professions require a four-year degree, but several have certifications that can be earned at community colleges or technical colleges. The APH website lists all post-secondary institutions that provide degrees and/or certifications nearby when the user enters a zip code. The website also has information about different healthcare related jobs, education and certifications needed for each job listed and testimonials from current professionals.

The executive director of APH (judge) wants you to develop a digital marketing campaign that will result in more teenagers visiting the APH website to learn about careers and schools in healthcare in order to increase the number of students in the field. The executive director (judge) feels that social media is the best channel to reach teenagers, but wants you to determine which social media sites to utilize.

You will present your digital marketing campaign to the executive director (judge) in a role-play to take place in the executive director's (judge's) office. The executive director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your campaign and have answered the executive director's (judge's) questions, the executive director (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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5. Judge's Evaluation Instructions
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JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of executive director for ASSOCIATION OF PROFESSIONALS IN HEALTHCARE (APH), an organization that supports professionals in different healthcare professions and promotes the industry. You have asked the marketing communications director (participant) to create a digital marketing campaign that will bring teenagers to the APH website to consider careers in the healthcare profession.

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earned at community colleges or technical colleges. The APH website lists all post-secondary institutions that provide degrees and/or certifications nearby when the user enters a zip code. The website also has information about different healthcare related jobs, education and certifications needed for each job listed and testimonials from current professionals.

You want the marketing communications director (participant) to develop a digital marketing campaign that will result in more teenagers visiting the APH website to learn about careers and schools in healthcare in order to increase the number of students in the field. You feel that social media is the best channel to reach teenagers, but want the marketing communications director (participant) to determine which social media sites to utilize.

The participant will present information 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. Should we also target tweens (children between ten and twelve years of age)? Why or why not?
2. What other information could we have on our website that will entice teenagers to pursue a career in healthcare?

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

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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.



**MARKETING COMMUNICATIONS 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
PERFORMANCE INDICATORS						
1.	Discuss the relationships between promotion and marketing?	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.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify strategies for attracting a targeted audience to website?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the use of social media for digital marketing?	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						



\$8.00 | 18RPH09