



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Professional Development

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 sources of career information.
2. Assess personal interests and skills needed for success in business.
3. Utilize job-search strategies.
4. Describe techniques for obtaining work experience.



INTERVIEW SITUATION

You are to assume the role of a candidate for a paid position as a contributor for an online blog called TIPS 4 YOU. The online blog company is a free service for students who are looking for advice on a variety of topics. You have submitted your résumé and have been invited in for a face-to-face interview with the manager (judge). This interview will be used to measure your knowledge and understanding of the process in getting a professional job.

In the first part of your interview you will explain the basics of preparing for finding employment and the additional performance indicators listed on the first page of this event. Following your explanation, the manager (judge) will ask you to respond to additional questions.

The interview will take place in the manager's (judge's) office. The manager (judge) will begin the interview by greeting you and asking to hear your thoughts about students finding a professional job. After you have provided your explanation and have answered the manager's (judge's) questions, the manager (judge) will conclude the interview by thanking you for your presentation.

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 a manager for an online blog called TIPS 4 YOU. The online blog company is a free service for students who are looking for advice on a variety of topics. The student (participant) has submitted his/her résumé and has been invited in for a face-to-face interview with you so you can determine if this student (participant) is qualified for a paid position with your organization. This interview will be used to measure the student's (participant's) knowledge and understanding of employability skills.

For the first part of the presentation, the student (participant) has been asked to demonstrate and/or explain the process of finding a professional job and the performance indicators on the first page of this event.

The interview will take place in your office. You will begin the interview by greeting the student (participant) and asking to hear his/her ideas on tips for finding a professional job. After the student (participant) has presented the appropriate material, you are to ask the following questions of each student (participant):

1. What is one benefit of working for a blog company?
2. What is the most important skill needed when looking for that first job?

Once the student (participant) has answered your questions, you will conclude the discussion by thanking the student (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 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.



PRINCIPLES OF MARKETING, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Professional Development

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify sources of career information?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
2.	Assess personal interests and skills needed for success in business?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
3.	Utilize job-search strategies?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
4.	Describe techniques for obtaining work experience?	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						