



The purpose of the **Fashion Merchandising Promotion Plan** is to provide an opportunity for the participants to demonstrate promotional competencies and other competencies needed by management personnel.

The Fashion Merchandising Promotion Plan provides the participant with the opportunity to

- develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store
- present the plan in a role-playing situation to the store manager

EVENT OVERVIEW



1 to 3 PARTICIPANTS



CLUSTER



PAGES ALLOWED



PRESENTATION TIME

- This event consists of **outlined fact sheets**, the **cluster exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Each event entry will be composed of **one to three members** of the DECA chapter.
- Each participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the **Marketing Cluster** performance indicators. In the case of group entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry must be limited to **11 numbered pages**, not including the title page and table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include a presentation of and defense for the promotion followed by 5 minutes of the judge's questioning.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

- | | |
|---|------------------------------------|
| ■ Communication and Collaboration | ■ Creativity and Innovation |
| ■ Critical Thinking and Problem Solving | ■ Flexibility and Adaptability |
| ■ Information Literacy | ■ Initiative and Self-direction |
| ■ Leadership and Responsibility | ■ Media Literacy |
| ■ Productivity and Accountability | ■ Social and Cross-cultural Skills |

A crosswalk is available at www.deca.org that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org that show which common core standards are supported by participating in each competitive event.

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FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- FASHION MERCHANDISING PROMOTION PLAN
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Name of participant
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

The participants will prepare Fashion Merchandising Promotion Plan fact sheets. The fact sheets, in outline form, shall be limited to a maximum of 11 pages (not including title page and table of contents).

Follow this outline when you write your entry. Points for each section are shown on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the plan
- II. DESCRIPTION OF THE STORE
- III. OBJECTIVES—What the promotional campaign is to accomplish
- IV. SCHEDULE OF EVENTS—Promotional activity(ies) must include the following:
 - A. Special events (example: fashion shows, demonstrations)
 - B. Advertising (example: paid/co-op advertisement in various types of media)
 - C. Display (example: interior and exterior)
 - D. Publicity (example: press releases sent to various types of media)
 - E. Other in-store activity(ies) (example: involvement of sales employees, etc.)
- V. RESPONSIBILITY SHEET (assigned positions and activity(ies), etc.)
- VI. BUDGET (detailed projections of actual cost, Section IV A-E)
- VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT
- VIII. BIBLIOGRAPHY
- IX. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.



CHECKLIST STANDARDS

In addition to following the outline provided, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among the participant teams. Refer to the Written Entry Checklist on page 54 for a complete list of standards.



PRESENTATION GUIDELINES

- The major emphasis of the fact sheets is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present to the judge in a 20-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Participants will spend not more than 15 minutes (after introductions) setting up visual aids and delivering the oral presentation. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use the following items during the oral presentation:
 - visual aids appropriate for an actual in-store situation. Live models are not allowed.
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.



PRESENTATION JUDGING

The participants will assume the role of management trainees. The store manager has assigned the participants the task of preparing a seasonal, one- to four-week sales promotion campaign for the store or a department in the store. The participants are encouraged to use a real retail store (of any size) as a basis for the research and planning, which must be for one store or a department within the store where sales promotion planning is actually done in-store.

During the first 15 minutes of the presentation (after introductions), the participants will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the final 5 minutes, you may question the participants on their proposal. To ensure fairness, you must ask each participant or group of participants the same questions—one from each of the categories shown on the evaluation sheet. You should prepare these questions after you have read each prospectus but before the presentation begins. After asking the questions, you may ask additional questions that seem appropriate based on your notes, which you may refer to during the presentation, or the presentation itself.

The Presentation Evaluation Form follows the outline shown in the section entitled Guidelines for the Format of the Written Entry, which explains in greater detail what should be discussed in each section. Familiarize yourself with all of the guidelines before starting to evaluate the entry.

After the questioning period, please thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participants about specific areas of the proposal during the presentation.

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**FASHION MERCHANDISING
PROMOTION PLAN, 2015**
**FACT SHEETS AND ORAL PRESENTATION
EVALUATION FORM**

Participant: _____

Participant: _____

Participant: _____

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends	0-1	2-3	4-5	6-7	
2.	The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques	0-1	2-3	4-5	6-7	
3.	The budget is realistic for the promotion plan based on the size and location of the store	0-1	2-3	4-5	6-7	
4.	The schedule of events shows continuity and logical order	0-1	2-3	4-5	6-7	
5.	The responsibility sheet is compatible with the size and location of the store as described	0-1	2-3	4-5	6-7	
6.	The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual in-store situation?	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
7.	The oral presentation and the written plan are logical, complete and workable for the particular situation	0-1-2-3-4	5-6-7-8-9	10-11-12-13	14-15-16	
8.	The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
9.	Participant overcame objections by answering the judge's questions	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
10.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4-5	6-7	
Total Possible Points: 100					Judge's Total Score:	
						LESS PENALTY POINTS:
						TOTAL SCORE:

Judge: A B C D E F G H I J (circle one)



WRITTEN ENTRY CHECKLIST, 2015

Event: _____ Participant: _____

Participant: _____

Participant: _____

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

	Checked	Penalty Points Assessed	Page No.
1. The Written Event Statement of Assurances must be signed and submitted with the entry.	_____	15	_____
2. Entries submitted in an official DECA written event folio. Folios are available from DECA Images (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.	_____	5	_____
3. Sheet protectors may not be used.	_____	5	_____
4. Limited to the number of pages specified in the guidelines (plus the title page and the table of contents).	_____	5 (per page)	_____
5. All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.	_____	5	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten.	_____	5	_____
8. Paper is 8 ¹ / ₂ inches x 11 inches. No fold-outs, attachments or tabs used.	_____	5	_____
9. The written entry follows the format guidelines. Additional subsections are permitted in the body of the written entry.	_____	5	_____

Total Penalty Points Assessed _____

*A check indicates that the item has been examined.
 A circled number indicates that an infraction has been noted.
 A page number indicates the location of the infraction.*