**Middle School Marketing Role Play**

**Competition Guidelines**

**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.
* **This event will consist of 2 parts: middle school marketing exam and role play.**
* Participants will be given a written scenario to review. It may indicate a product or service to sell; a merchandising decision, a situation involving communications, human relations, economics or professional development; or a business management consideration. The event description will inform the participant of the role he/she will play and the role the judge will play.
* You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
* The participant will have 10 minutes to review the situation and to develop a professional approach to solving the problem.
* Up to 10 minutes are then allowed for the participant to interact with a judge and demonstrate how he/she would solve the situation or problem.
* **The maximum score is 100 points. The exam will count 1/3 and the role play will count 2/3 of the total score.**