



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Financial Analysis

## **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 interview task. You will have up to 10 minutes to review this information to determine how you will perform the task and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the interview situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes with the judge, including 5 to 7 minutes to accomplish the task and several minutes to respond to follow-up questions. (You may have more than one judge.)
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the interview.

#### **PERFORMANCE INDICATORS**

1. Discuss the role of ethics in accounting.
2. Describe the nature of cash flow statements.
3. Explain the nature of balance sheets.
4. Describe the nature of income statements.

## **INTERVIEW SITUATION**

You are to assume the role of candidate for a full-time position with CHENEY MARKETING & ASSOCIATES, a full-service marketing and public relations firm in your hometown. You have already submitted your résumé and completed one interview. This second and final interview will be used to measure your knowledge and understanding of an aspect of business. You are being interviewed by the firm's vice president of finance (judge).

In the first part of the interview you will explain the concept of accounting and the additional performance indicators listed on the first page of this event. Following your explanation, the vice president (judge) will ask you to respond to additional questions.

The interview will take place in the vice president of finance's (judge's) office. The vice president (judge) will begin the interview by greeting you and asking to hear your explanation. After you have provided your explanation and have answered the vice president's (judge's) questions, the vice president (judge) will conclude the interview by thanking you for your information.

## **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 vice president of finance for CHENEY MARKETING & ASSOCIATES, a full-service marketing and public relations firm. You are interviewing a candidate (participant) for a full-time position with the company. The candidate has submitted a résumé and completed one interview. In this second and final interview, you will measure the participant's knowledge and understanding of an aspect of business.

In the first part of the interview the applicant (participant) will explain the concept of accounting and the additional performance indicators listed on the first page of this event.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her explanation of accounting concepts. After the participant has provided the requested information, you are to ask the following question of each participant:

1. How can our understanding of accounting documents guide our company?
2. Why does a marketing and public relations firm need an accounting office?

Once the candidate (participant) has answered your questions, you will conclude the interview by thanking the candidate (participant) for the information.

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.

<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.

**JUDGE'S EVALUATION FORM**  
**PMK**  
**SAMPLE**

**PERFORMANCE  
INDICATORS  
DID THE PARTICIPANT:**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>1. Discuss the role of ethics in accounting?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>2. Describe the nature of cash flow statements?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>3. Explain the nature of balance sheets?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>4. Describe the nature of income statements?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>5. Overall impression and responses to the judge's questions</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
				<b>TOTAL SCORE</b>	_____