**Marketing Role Play One**

**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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (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 role-play.

**PERFORMANCE INDICATORS**

1. Defend ideas objectively. (Communication Skills)
2. Explain the nature of international trade. (Economics)
3. Identify information monitored for marketing decision making. (Marketing Information Management)
4. Explain the nature and scope of purchasing. (Operations)
5. Assess global trends and opportunities. (Marketing Information Management)