



OBJECTIVE

The Retail Management event involves a participant analyzing a real-world retail management situation, developing ideas/solutions to the situation, then role-playing with a professional (judge) with experience in retail management. Participants also take a comprehensive exam.

DESCRIPTION

The Retail Management event includes multiple activities designed to measure a broad range of knowledge, skills and attitudes in the retail management career area. These are reflected in a comprehensive list of performance indicators specific to this event that are available to the participants. However, participants are not informed, prior to the actual competition, which performance indicators will be evaluated during a particular activity.

Generally, the evaluation activities take the following formats.

1. **COMPREHENSIVE EXAM**—A written exam measuring a wide range of performance indicators, both general marketing/management and retail specific. Multiple choice test items are developed based on the knowledge associated with the specific industry.
2. **ROLE-PLAY**—The participant is given a written description of a specific situation that measures skills, knowledge and attitudes in a retail management career. The participant studies the situation and responds to the issues involved through interaction with a business/industry professional (judge). The role of the participant and of the judge will be determined by the specific role-play situation. Each role-play situation has a unique evaluation form that measures performance indicators specific to the situation.

The combination of comprehensive exams and role-play activities varies at the district, state, regional and international levels. International preliminary round competition includes one comprehensive exam and one role-play, with the role-play score being double-weighted. Participants will be ranked by section and a predetermined number of participants will be named finalists. Finalists will be given a different role-play situation and will interact with a new judge or set of judges, who will evaluate each finalist. The role-play will again be double-weighted and combined with the initial exam score to determine final rankings.

The following guidelines will be applied to international competition. Guidelines for competitions held at other levels (i.e., district, state) may vary.

LEARNING OUTCOMES

Through the comprehensive exam, and the analysis of the role-play situation and interaction with one or more business/industry professionals (judges), the participants will develop or reinforce the following areas in relation to retail management:

- Applying marketing/management principles and techniques to the retail industry and organizational environment
- Analyzing situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of general business and industry-specific concepts
- Organizing and communicating ideas and concepts effectively