



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Promotion

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

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.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge.)
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the role of promotion as a marketing function.
2. Describe the concept of promotion in the hospitality and tourism industry.
3. Explain promotional methods used by the hospitality and tourism industry.
4. Develop promotional materials.
5. Explain the concept of market and market identification.

EVENT SITUATION

You are to assume the role of director of marketing for WORLD OF DONUTS, a quick serve restaurant specializing in a variety of donuts and coffees. The senior vice president (judge) has asked you to develop a promotional plan for their new streamlined menu and positioning strategy.

WORLD OF DONUTS is the oldest and best-selling donut chain in the nation. The company began in 1950 and simply sold donuts and coffee. During the past few decades, other menu items were added such as breakfast sandwiches, bagels and other baked breakfast items as well as a wide variety of both hot and cold beverages. Today there are more than 11,000 shops worldwide. WORLD OF DONUTS has a large social media presence on Twitter, with several company tweets per day. The company also posts on Facebook and Instagram, but with less frequency than Twitter.

The biggest competitor to WORLD OF DONUTS is the number one coffee shop chain, STARBURST. STARBURST has more locations, higher profits and a more recognizable brand than WORLD OF DONUTS. To keep up with STARBURST, WORLD OF DONUTS quickly added gourmet coffees and flavorings to its menu, added fresher ingredients for breakfast sandwiches and scaled back on the number of donut flavors offered. While WORLD OF DONUTS did not underperform, the changes did not yield the results expected.

Executives at WORLD OF DONUTS have decided to once again change the menu and the positioning of the chain. Instead of trying to compete with STARBURST, it has decided to market itself as the opposite of STARBURST. STARBURST regular customers like the laid back, cozy atmosphere of STARBURST coffee shops. Some customers work all day at STARBURST and think of it as office space. The gourmet drinks and sandwiches offered take time to make, which increases wait times inside and in the drive through.

WORLD OF DONUTS executives have decided to streamline the menu and remove all of the food items that take longer than two minutes to make. The chain will bring back the retired donut flavors that made the chain popular and focus on donuts and coffee. Instead of competing with STARBURST, WORLD OF DONUTS wants to be the opposite – a place for customers to get a quick cup of coffee and a donut on their way to work. The streamlined menu will create a quicker drive through and counter service experience for customers.

The senior vice president (judge) would like you to develop a promotional plan for the new WORLD OF DONUTS streamlined menu and change in strategy. The senior vice president (judge) would like the promotional plan to be introduced via social media.

You will present the promotional plan to the senior vice president (judge) in a role-play to take place in the vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the senior vice president's (judge's) questions, the senior vice president (judge) will conclude the role-play by thanking you for your work.

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. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play 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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of senior vice president for WORLD OF DONUTS, a quick serve restaurant specializing in a variety of donuts and coffees. You have asked the director of marketing (participant) to develop a promotional plan for their new streamlined menu and positioning strategy.

WORLD OF DONUTS is the oldest and best-selling donut chain in the nation. The company began in 1950 and simply sold donuts and coffee. During the past few decades, other menu items were added such as breakfast sandwiches, bagels and other baked breakfast items and as well as a wide variety of both hot and cold beverages. Today there are more than 11,000 shops worldwide. WORLD OF DONUTS has a large social media presence on Twitter, with several company tweets per day. The company also posts on Facebook and Instagram, but with less frequency than Twitter.

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You would like the director of marketing (participant) to develop a promotional plan for the new WORLD OF DONUTS streamlined menu and change in strategy. You would like the promotional plan to be introduced via social media.

The participant will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What is one possible negative consequence of our new strategy?
2. Why is it important to introduce the promotion on social media?
3. Do you think we need to introduce the promotion before the menu is streamlined?

Once the director of marketing (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the director of marketing (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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.

| Level of Evaluation | Interpretation Level |
|----------------------------|---|
| 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 th 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 th 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 th percentile of business personnel performing this performance indicator. |



QUICK SERVE RESTAURANT MANAGEMENT SERIES, 2018

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE

INSTRUCTIONAL AREA
Promotion

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the role of promotion as a marketing function? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Describe the concept of promotion in the hospitality and tourism industry? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain promotional methods used by the hospitality and tourism industry? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Develop promotional materials? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Explain the concept of market and market identification? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 21st CENTURY SKILLS | | | | | | |
| 6. | Reason effectively and use systems thinking? | 0-1 | 2-3 | 4 | 5-6 | |
| 7. | Make judgments and decisions, and solve problems? | 0-1 | 2-3 | 4 | 5-6 | |
| 8. | Communicate clearly? | 0-1 | 2-3 | 4 | 5-6 | |
| 9. | Show evidence of creativity? | 0-1 | 2-3 | 4 | 5-6 | |
| 10. | Overall impression and responses to the judge's questions | 0-1 | 2-3 | 4 | 5-6 | |
| TOTAL SCORE | | | | | | |