



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Marketing

FOOD MARKETING 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 nature of a promotional plan.
2. Explain the role of promotion as a marketing function.
3. Describe marketing functions and related activities.
4. Explain factors that influence customer/client/business buying behavior.
5. Demonstrate connections between company actions and results.

EVENT SITUATION

You are to assume the role of director of marketing for ADVANTAGE FOODS, a regional supermarket chain with 350 locations. The chief marketing officer (judge) wants you to determine opportunities for the chain to use Facebook Live events and explain the value of its use.

ADVANTAGE FOODS is a very successful supermarket chain with locations in only two states. The chain reported \$21 billion in revenue in 2014 and has over 86,000 employees. ADVANTAGE is very active on social media networks, with a presence on Facebook, Twitter and Instagram.

Facebook continues to be the most successful social media network for the company, with over 1,000,000 fans of the ADVANTAGE FOODS page. The ADVANTAGE FOODS Facebook page has new posts once or twice daily, each receiving hundreds and sometimes thousands of likes and comments. Posts include health and wellness tips, recipes using the ADVANTAGE FOODS private label brands, photographs of new store openings, announcements of new services or products and vintage photographs of the early years of ADVANTAGE FOODS.

Facebook recently began offering a new feature offering users the ability to post video in real time. This new feature lets users share a moment instantly. Not only are users able to see the video in real time, they are able to share in the experience by commenting on the video in real time as well. Facebook Live has been extremely successful, with millions of live events in its first months of mainstream availability. Users are able to use the feature at any given moment, or can schedule an event to let Facebook friends know in advance.

The chief marketing officer (judge) feels that ADVANTAGE FOODS should take advantage of the new Facebook Live feature, but is not certain what content should be featured. The chief marketing officer (judge) would like you to create a promotional plan that will feature two Facebook Live events. The chief marketing officer (judge) wants the two events to be unique. The chief marketing officer (judge) also would like you to explain the value of the two Facebook Live events.

You will present your promotional plan to the chief marketing officer (judge) in a role-play to take place in the chief marketing officer's (judge's) office. The chief marketing officer (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 chief marketing officer's (judge's) questions, the chief marketing officer(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 chief marketing officer for ADVANTAGE FOODS, a regional supermarket chain with 350 locations. You want the director of marketing (participant) to determine opportunities for the chain to use Facebook Live events and explain the value of its use.

ADVANTAGE FOODS is a very successful supermarket chain with locations in only two states. The chain reported \$21 billion in revenue in 2014 and has over 86,000 employees. ADVANTAGE FOODS is very active on social media networks, with a presence on Facebook, Twitter and Instagram.

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first months of mainstream availability. Users are able to use the feature at any given moment, or can schedule an event to let Facebook friends know in advance.

You feel that ADVANTAGE FOODS should take advantage of the new Facebook Live feature, but are not certain what content should be featured. You would like the director of marketing (participant) to create a promotional plan that will feature two Facebook Live events. You want the two events to be unique. You also would like the director of marketing (participant) to explain the value of the two Facebook Live events.

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. Is it important that we have somebody responding to the Facebook Live comments during the live events?
2. How do we determine if the Facebook Live events are successful?
3. How often should we schedule Facebook Live events?

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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.



FOOD MARKETING SERIES, 2017

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

I.D. Number: _____

INSTRUCTIONAL AREA
Marketing

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate connections between company actions and results?	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						