



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Economics

**FOOD MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

**21<sup>st</sup> 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 marketing management.
2. Explain how organizations adapt to today's markets.
3. Identify factors affecting a business's profit.
4. Determine factors affecting business risk.
5. Explain ethical considerations in providing information.

## EVENT SITUATION

You are to assume the role of marketing manager for DAIRY TIME FOODS, a company that manufactures and markets three brands of yogurt. The senior vice president (judge) has asked you to analyze a change in product ingredients and make a recommendation on the management of DAIRY TIME FOODS'S marketing.

DAIRY TIME FOODS produces three brands of yogurt. *Dairy Yummy* is a brand marketed towards children, offering fun flavors such as bursting cotton candy, wow watermelon and very vanilla. *Daily Dairy* is standard yogurt with mass appeal, in fruit flavors, with offerings in both full fat and low-fat varieties. *Dairy Plus* is a yogurt with added probiotics for better digestive health. *Dairy Plus* is marketed to anybody needing extra fiber and is most often purchased by senior citizens. DAIRY TIME FOODS products are most often purchased in a six-pack that retails for \$2.99.

In the last six months, the company has been reworking the ingredients in each of its brands to lower the amount of sugar. DAIRY TIME FOODS has successfully improved the nutrient density in each brand by 10% by cutting sugar and fat and adding boosts of fiber, protein and vitamin D. Executives are most excited that that the *Dairy Yummy* brand, marketed to children, will now have less than 23 grams of sugar per serving.

For four months, focus groups around the nation have been taste testing the improved versions of DAIRY TIME FOODS brands and have not noticed differences in flavor, consistency or appearance. Given the added ingredients and new processes, there will be a 10% increase in the cost of DAIRY TIME FOODS products. The popular six-pack that has sold for \$2.99 will now sell for \$3.29.

Executives are ready to begin managing the marketing of the improved yogurt, but are unsure what is the best economic decision for the company. The senior vice president (judge) is concerned that loyal customers of DAIRY TIME FOODS will be unhappy with changes made to their favorite product, so is looking for your analysis and recommendation. The senior vice president (judge) wants you to:

- Analyze the pros and cons of promoting the improved products with a national campaign
- Analyze the pros and cons of not communicating the changes to the product at all
- Analyze the economic risks for each
- Final recommendation

You will present your analysis to the senior vice president (judge) in a role-play to take place in the senior 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 analysis 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. 21<sup>st</sup> 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 DAIRY TIME FOODS, a company that manufactures and markets three brands of yogurt. You have asked the marketing manager (participant) to analyze a change in product ingredients and make a recommendation on the management of DAIRY TIME FOODS'S marketing.

DAIRY TIME FOODS produces three brands of yogurt. *Dairy Yummy* is a brand marketed towards children, offering fun flavors such as bursting cotton candy, wow watermelon and very vanilla. *Daily Dairy* is standard yogurt with mass appeal, in fruit flavors, with offerings in both full fat and low-fat varieties. *Dairy Plus* is a yogurt with added probiotics for better digestive health. *Dairy Plus* is marketed to anybody needing extra fiber and is most often purchased by senior citizens. DAIRY TIME FOODS products are most often purchased in a six-pack that retails for \$2.99.

In the last six months, the company has been reworking the ingredients in each of its brands to lower the amount of sugar. DAIRY TIME FOODS has successfully improved the nutrient density in each brand by 10% by cutting sugar and fat and adding boosts of fiber, protein and vitamin D. Executives are most excited that that the *Dairy Yummy* brand, marketed to children, will now have less than 23 grams of sugar per serving.

For four months, focus groups around the nation have been taste testing the improved versions of DAIRY TIME FOODS brands and have not noticed differences in flavor, consistency or appearance. Given the added ingredients and new processes, there will be a 10% increase in the

cost of DAIRY TIME FOODS products. The popular six-pack that has sold for \$2.99 will now sell for \$3.29.

Executives are ready to begin managing the marketing of the improved yogurt, but are unsure what is the best economic decision for the company. You are concerned that loyal customers of DAIRY TIME FOODS will be unhappy with changes made to their favorite product, so is looking for your analysis and recommendation. You would like the marketing manager (participant) to:

- Analyze the pros and cons of promoting the improved products with a national campaign
- Analyze the pros and cons of not communicating the product changes at all
- Analyze the economic risks for each
- Final recommendation

The participant will present the analysis 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. How did the increase in price affect your decision?
2. Does your decision apply to all three brands, or can we promote changes in one brand and not the others?
3. If we do promote the changes, should we share the positive reviews from our focus groups?

Once the marketing manager (participant) has presented the analysis and has answered your questions, you will conclude the role-play by thanking the marketing manager (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.

<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.



**FOOD MARKETING SERIES, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT #2

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Economics

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of marketing management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain how organizations adapt to today's markets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain ethical considerations in providing information?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						