



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Information Management

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 demonstrate the 21st Century Skills and 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

- Assess information needs.
- Obtain needed information efficiently.
- Analyze the impact of technology on marketing.
- Explain the nature of effective communications.
- Reinforce service orientation through communication.

EVENT SITUATION

You are to assume the role of director of marketing for OUR TOWN GROCERY, a grocery store chain with 350 locations. The senior vice president (judge) has asked you to determine content for weekly emails and how to obtain more customers' email addresses.

OUR TOWN GROCERY offers typical grocery store items to 350 communities. The stores also feature special services, such as pharmacies, curbside pick-up, grocery delivery, and in-store cafes. OUR TOWN GROCERY offers both national brands and its private label brand, *Little Town*. The private label brand has become a favorite among OUR TOWN GROCERY shoppers.

OUR TOWN GROCERY has a database of email addresses from customers that have signed up for curbside delivery and grocery delivery service. OUR TOWN GROCERY pharmacy customers are also required to submit email addresses. The senior vice president (judge) wants to use the database of customer email addresses to begin distributing a weekly OUR TOWN GROCERY email.

The senior vice president (judge) wants the weekly email to include a link to OUR TOWN GROCERY'S weekly advertisement that showcases special sales and promotions. The senior vice president (judge) wants you to determine other content the weekly email should provide.

Additionally, the senior vice president (judge) wants you to determine how OUR TOWN GROCERY can obtain more customers' email addresses.

You will present your ideas 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 ideas 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 INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge 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 OUR TOWN GROCERY, a grocery store chain with 350 locations. You have asked the director of marketing (participant) to determine content for weekly emails and how to obtain more customers' email addresses.

OUR TOWN GROCERY offers typical grocery store items to 350 communities. The stores also feature special services, such as pharmacies, curbside pick-up, grocery delivery, and in-store cafes. OUR TOWN GROCERY offers both national brands and its private label brand, *Little Town*. The private label brand has become a favorite among OUR TOWN GROCERY shoppers.

OUR TOWN GROCERY has a database of email addresses from customers that have signed up for curbside delivery and grocery delivery service. OUR TOWN GROCERY pharmacy customers are also required to submit email addresses. You want to use the database of customer email addresses to begin distributing a weekly OUR TOWN GROCERY email.

You want the weekly email to include a link to OUR TOWN GROCERY'S weekly advertisement that showcases special sales and promotions. You want the director of marketing (participant) to determine other content the weekly email should provide.

Additionally, you want the director of marketing (participant) to determine how OUR TOWN GROCERY can obtain more customers' email addresses.

The participant will present information 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 benefits will the weekly emails provide us that the paper ads do not?
2. What perks could we offer customers that register for the weekly emails?

3. What positive or negative implications might we face if we only promote *Little Town* products in our email communications?

Once the director of marketing (participant) has presented information 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.

EVALUATION INSTRUCTIONS

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 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 director 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.



**FOOD MARKETING SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Information Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Assess information needs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Obtain needed information efficiently?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Analyze the impact of technology on marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of effective communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Reinforce service orientation through communication?	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						