



**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 demonstrate the 21<sup>st</sup> 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.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the concept of competition.
- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Communicate core values of product/service.
- Identify the impact of product life cycles on marketing decisions.

## EVENT SITUATION

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You are to assume the role of the general manager for CLOVER FOODS, an independent grocery store located in a city of 45,000 people. The store owner (judge) has asked you to analyze the economic benefits and possible consequences of replacing the store's floral department with a ready-made meals department.

Located next to the store entrance and the produce department sits CLOVER FOODS' floral department. The floral department boasts high volume sales November through May. Unfortunately, June through October see very poor sales volume. There are two florist shops located in the same city as CLOVER FOODS.

The store owner (judge) feels that with poor floral sales six months of the year, the space could be put to better use. The store owner (judge) thinks that removing the floral department and adding ready-made meal items in grab-and-go refrigerated cases would better serve the business.

The owner (judge) wants you to:

- Analyze the economic pros and cons of replacing the floral department with fresh ready-made meals
- Analyze the economic pros and cons of keeping the floral department
- Communicate the core values of both the floral department and fresh ready-made meals
- Make a final recommendation

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of the owner of CLOVER FOODS, an independent grocery store located in a city of 45,000 people. You have asked the general manager (participant) to analyze the economic benefits and possible consequences of replacing the store's floral department with a ready-made meals department.

Located next to the store entrance and the produce department sits CLOVER FOODS' floral department. The floral department boasts high volume sales November through May. Unfortunately, June through October see very poor sales volume. There are two florist shops located in the same city as CLOVER FOODS.

You feel that with poor floral sales six months of the year, the space could be put to better use. You think that removing the floral department and adding ready-made meal items in grab-and-go refrigerated cases would better serve the business.

You want the general manager (participant) to:

- Analyze the economic pros and cons of replacing the floral department with fresh ready-made meals
- Analyze the economic pros and cons of keeping the floral department
- Communicate the core values of both the floral department and fresh ready-made meals
- Make a final recommendation

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. If we do replace the floral department, do we need to notify our customers of the decision?
2. What are ways the store could increase floral sales during the off-season?
3. What are you most apprehensive about regarding your final recommendation?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the work.

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

## EVALUATION INSTRUCTIONS

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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.

<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  
2021**

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT #1 - VIRTUAL**

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

ID Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:  
Economics**

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify the impact of product life cycles on marketing decisions?	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>						