



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Promotion

QUICK SERVE RESTAURANT 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

- Explain the role of promotion as a marketing function.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain the types of promotion (i.e., institutional, product).
- Explain factors that influence customer/client/business buying behavior.
- Discuss the use of the menu as a management tool.

EVENT SITUATION

You are to assume the role of the promotional director for OLLIE’S FISH ‘N CHIPS, a quick serve restaurant chain that was popular in the 1970s. The owner of the company (judge) wants you to create a promotional campaign that will introduce the chain’s comeback.

OLLIE’S FISH ‘N CHIPS had over 800 locations in the 1970s. The quick serve chain featured English style fish, breaded and fried cod, with a side of chips, which are French fries. The menu featured a variety of other menu items including fried shrimp, fried chicken, and various side items.

In the late 1970s the “cod wars” broke out, resulting in Iceland not allowing the British to fish in its waters. This led to a shortage of cod which more than doubled the price of cod for America. By 1979, all but two OLLIE’S FISH ‘N CHIPS had closed.

The owner of OLLIE’S FISH ‘N CHIPS (owner) is excited to announce that the chain will be opening new locations across the country in early 2022. The new OLLIE’S will feature only the core menu items: fried cod, French fries and the optional side item of cole-slaw for an upgrade. Ketchup and tartar sauce will be available as free condiments with each order.

The owner (judge) has asked you to develop a promotional campaign that will announce the chain’s comeback and both introduce the restaurant to new customers and reintroduce the restaurant to customers from the 1970s. The owner (judge) also wants you to explain how the limited menu will be more effective than the extended menu used in the past.

You will present your ideas to the owner (judge) in a role-play to take place in the owner’s (judge’s) office. The 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 owner’s (judge’s) questions, the owner (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. Participant Instructions, 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 the owner of OLLIE’S FISH ‘N CHIPS, a quick serve restaurant chain that was popular in the 1970s. You want the promotional director (participant) to create a promotional campaign that will introduce the chain’s comeback.

OLLIE’S FISH ‘N CHIPS had over 800 locations in the 1970s. The quick serve chain featured English style fish, breaded and fried cod, with a side of chips, which are French fries. The menu featured a variety of other menu items including fried shrimp, fried chicken, and various side items.

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You are excited to announce that the chain will be opening new locations across the country in early 2022. The new OLLIE’S will feature only the core menu items: fried cod, French fries and the optional side item of cole-slaw for an upgrade. Ketchup and tartar sauce will be available as free condiments with each order.

You have asked the promotional director (participant) to develop a promotional campaign that will announce the chain’s comeback and both introduce the restaurant to new customers and reintroduce the restaurant to customers from the 1970s. You also want the promotional director (participant) to explain how the limited menu will be more effective than the extended menu used in the past.

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. We still have two remaining locations that are still open. Explain why they should or shouldn’t follow our new menu suggestions.
2. Who should be our primary target market?

Once the promotional director (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the promotional director (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.



**QUICK SERVE RESTAURANT MANAGEMENT SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

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.	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	
3.	Explain the types of promotion?	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.	Discuss the use of the menu as a management tool?	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						