



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service 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

- Explain the nature and scope of the product/service management function.
- Generate product ideas.
- Explain the concept of product mix.
- Develop positioning concept for a new product idea.
- Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of a product manager at SNACKTIME, a company that produces various snack foods. The product director (judge) wants you to generate new product ideas based on a recent study.

SNACKTIME produces various types of snack items. Each snack they produce fits into the sweet category or the savory category. The sweet snacks include dried fruits, fruit snacks, mini-muffins and bite sized pastries. The savory snacks include popcorn, nuts and crackers. SNACKTIME products are available in individual sized packages or large packages.

A recent study shows that snacking has increased substantially since the pandemic. The study stated that more than 45% of people consume three snacks each day and 94% eat at least one snack a day. The study also found that people have desires for new snacks and want more to:

- Be protein rich
- Have spicier flavors
- Contain cheese or cheese product

The SNACKTIME product director (judge) has asked you to generate a new product idea for the company that will embrace the people's snacking desires listed in the study. You must introduce the product, explain how it will add to the product mix and provide a positioning concept for the new product.

You will present your ideas to the product director (judge) in a role-play to take place in the product director's (judge's) office. The product director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the product director's (judge's) questions, the product director (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 product director at SNACKTIME, a company that produces various snack foods. You want the product manager (participant) to generate new product ideas based on a recent study.

SNACKTIME produces various types of snack items. Each snack they produce fits into the sweet category or the savory category. The sweet snacks include dried fruits, fruit snacks, mini-muffins and bite sized pastries. The savory snacks include popcorn, nuts and crackers. SNACKTIME products are available in individual sized packages or large packages.

A recent study shows that snacking has increased substantially since the pandemic. The study stated that more than 45% of people consume three snacks each day and 94% eat at least one snack a day. The study also found that people have desires for new snacks and want more to:

- Be protein rich
- Have spicier flavors
- Contain cheese or cheese product

You have asked the product manager (participant) to generate a new product idea for the company that will embrace the people's snacking desires listed in the study. The product manager (participant) must introduce the product, explain how it will add to the product mix and provide a positioning concept for the new product.

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. How do you think we should introduce your snack idea to our customers?
2. What are the benefits of having some of our products be limited-time-only and not available all the time?

Once the product manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the product manager (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
2023**

**JUDGE'S EVALUATION FORM
DISTRICT EVENT 1**

Participant: _____

**INSTRUCTIONAL AREA:
Product/Service Management**

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Generate product ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Develop positioning concept for a new product idea?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer/client/business buying behavior?	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						