



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing-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

- Describe the need for marketing data.
- Identify data monitored for marketing decision making.
- Discuss the nature of sampling plans (i.e., who, how many, how chosen).
- Describe data-collection methods.
- Identify ways to track marketing-communications activities.

EVENT SITUATION

You are to assume the role of the marketing manager for SUPER VILLAGE, a supermarket chain. The district manager (judge) wants you to collect marketing information before a decision is made to add an outside service.

SUPER VILLAGE has 20 locations in a large city located in the district manager's (judge's) district. The large city has a suburb that is home to five large corporate headquarter offices. Each corporate headquarter office has approximately 200-600 employees. There are several convenience stores but no grocery stores in the suburb that houses the corporate headquarter offices.

SUPER VILLAGE has introduced a new marketing initiative. The company is now able to install lockers in various spots throughout communities for customers to pick up grocery orders. The lockers will be located in areas that are not close to SUPER VILLAGE store locations. In order for lockers to be installed, there needs to be marketing data that demonstrates potential customer support of the service.

The district manager (judge) thinks that the corporate headquarters neighborhood would be an ideal location for SUPER VILLAGE to install lockers. Employees at the various offices could easily pick up groceries from the lockers on the way home from work. In order for SUPER VILLAGE to install lockers in the neighborhood, there needs to be data demonstrating that the lockers will be used.

The district manager (judge) has asked you to determine the best method to collect marketing data from the employees of the various corporate headquarter offices. The district manager (judge) wants you to determine specific questions to ask, information about sampling plans and data-collection methods.

You will present the information to the district manager (judge) in a role-play to take place in the district manager's (judge's) office. The district manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the district manager's (judge's) questions, the district manager (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 district manager for SUPER VILLAGE, a supermarket chain. You want the marketing manager (participant) to collect marketing information before a decision is made to add an outside service.

SUPER VILLAGE has 20 locations in a large city located in the district manager's (judge's) district. The large city has a suburb that is home to five large corporate headquarter offices. Each corporate headquarter office has from 200-600 employees. There are several convenience stores but no grocery stores in the suburb that houses the corporate headquarter offices.

SUPER VILLAGE has introduced a new marketing initiative. The company is now able to install lockers in various spots throughout communities for customers to pick up grocery orders. The lockers will be located in areas that are not close to SUPER VILLAGE store locations. In order for lockers to be installed, there needs to be marketing data that demonstrates potential customer support of the service.

You think that the corporate headquarters neighborhood would be an ideal location for SUPER VILLAGE to install lockers. Employees at the various offices could easily pick up groceries from the lockers on the way home from work. In order for SUPER VILLAGE to install lockers in the neighborhood, there needs to be data demonstrating that the lockers will be used.

You have asked the marketing manager (participant) to determine the best method to collect marketing data from the employees of the various corporate headquarter offices. You want the marketing manager (participant) to determine specific questions to ask, information about sampling plans and data-collection methods.

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 incentive can we give people for participating in our marketing research?
2. How long should the data collection timeframe last?

Once the marketing manager (participant) has presented information 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.

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
2022**

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

Participant: _____

ID Number: _____

**INSTRUCTIONAL AREA:
Marketing-Information Management**

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the need for marketing data?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify data monitored for marketing decision making?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss the nature of sampling plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe data-collection methods?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify ways to track marketing-communications activities?	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						