



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Product/Service Management

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 nature and scope of the product/service management function.
- Identify product's/service's competitive advantage.
- Explain the nature of product/service branding.
- Describe foodservice branding strategies.
- Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of the marketing specialist for BURGER COUNTRY, a quick serve restaurant chain popular for its burgers and fries. The marketing director (judge) wants you to suggest the kid's meal promotional item for the sluggish first quarter.

BURGER COUNTRY, like its competitors, has a free promotional item that is included in kid's meals. BURGER COUNTRY spends more than other fast food restaurants for exclusive rights to big budget films marketed to kids, top cartoons, kids shows and the trendiest toys. BURGER COUNTRY changes its kid's meal theme each month and kids are excited to learn what the new promotional item will be.

Executives have noticed that year after year, kid's meal sales plummet during the first quarter. The first quarter kid's meal sales fall nearly 30% from the previous quarter, but then make a comeback in the second quarter. Executives want to trim the budget on kid's meals during the first quarter and have decided not to offer the traditional licensed promotional item for the months of January, February and March.

The marketing director (judge) wants you to suggest the types of promotional items BURGER COUNTRY can add to the kid's meals during the first quarter that is not connected to a trademarked/licensed movie, show or toy. The marketing director (judge) wants you to explain how the item(s) you suggest will still entice kids and parents to purchase kid's meals.

You will present your ideas to the marketing director (judge) in a role-play to take place in the director's (judge's) office. The marketing 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 director's (judge's) questions, the marketing 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 marketing director for BURGER COUNTRY, a quick serve restaurant chain popular for its burgers and fries. You want the marketing specialist (participant) to suggest the kid's meal promotional item for the sluggish first quarter.

BURGER COUNTRY, like its competitors, has a free promotional item that is included in kid's meals. BURGER COUNTRY spends more than other fast food restaurants for exclusive rights to big budget films marketed to kids, top cartoons, kids shows and the trendiest toys. BURGER COUNTRY changes its kid's meal theme each month and kids are excited to learn what the new promotional item will be.

Executives have noticed that year after year, kid's meal sales plummet during the first quarter. The first quarter kid's meal sales fall nearly 30% from the previous quarter, but then make a comeback in the second quarter. Executives want to trim the budget on kid's meals during the first quarter and have decided not to offer the traditional licensed promotional item for the months of January, February and March.

You want the marketing specialist (participant) to suggest the types of promotional items BURGER COUNTRY can add to the kid's meals during the first quarter that is not connected to a trademarked/licensed movie, show or toy. You want the marketing specialist (participant) to explain how the item(s) suggested will still entice kids and parents to purchase kid's meals.

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. Should all BURGER COUNTRY locations offer the same promotional items during the first quarter? Why or why not?
2. If this change is a success, explain why we should keep offering the exclusive promotional items that tie-in with movies, shows and toys?

Once the marketing specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing specialist (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 2

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 of the product/service management function? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Identify product's/service's competitive advantage? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain the nature of product/service branding? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Describe foodservice branding strategies? | 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 | | | | | | |