



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

FOOD MARKETING EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the concept of market and market identification.
2. Explain the concept of product/service mix.
3. Explain the role of promotion as a marketing function.
4. Identify the elements of the promotional mix.
5. Describe the use of technology in the promotion function.

EVENT SITUATION

You are to assume the role of an **Assistant Manager** of the Deli/Bakery at **Spend Less Food Store**. The **Manager** of the Deli/Bakery has asked you to come up with ideas on how the grocery store can promote the recent hire of an award-winning baker. The new baker is known for baking a variety of cakes and other items for special occasions. Spend Less Food Store does an excellent catering business for meetings, parties, weddings, and more. The Manager of the Deli/Bakery wishes to promote his/her baking services to increase business and to improve the store's baking reputation.

Spend Less Food Store is located in a small town of 15,000 people. There are two other large grocery stores in the community that offer catering services with food and baking. There is also a very successful specialized catering company called Randy's Catering that offers food and a location to host meetings, parties, and weddings; this location can seat up to 600 people. This catering company specializes in the catering of food; however, they contract out all baked goods for the events.

Though Spend Less Food Store does a great catering business with food, their catering business for baking is very small. Since the store is doing the catering with food for many occasions, they also want to let customers know they offer baking services as well. Spend Less Food Store also wants to build a relationship with Randy's Catering to perform some of their baked good needs.

The Manager of the Deli/Bakery is interested in knowing how Spend Less Food Store can promote their baking and catering business on a limited budget. The Manager has asked you to identify the exact target market and come up with ideas on how to develop a promotional plan emphasizing the award winning baker through the use of traditional advertising, social media, and in-store displays to increase the catering business. Also, the Manager of the Deli/Bakery is interested in finding ways to develop a strong relationship with Randy's Catering as they host over 200 occasions annually.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of **Manager** of the Deli/Bakery at **Spend Less Food Store**. You have asked the **Assistant Manager** (participant) to come up with ideas on how the grocery store can promote the recent hire of an award winning baker. The new baker is known for baking a variety of cakes, breads, pies, and other items for special occasions. Spend Less Food Store does an excellent catering business for meetings, parties, weddings, and more. As Manager of the Deli/Bakery, you wish to promote the baking services to increase business and to improve the store's baking reputation.

Spend Less Food Store is located in a small town of 15,000 people. There are two other large grocery stores in the community that offer catering services with food and baking. There is also a very successful specialized catering company called Randy's Catering that offers food and a location to host meetings, parties, and weddings; this location can seat up to 600 people. This catering company specializes in the catering of food; however, they contract out all baked goods for the events.

Though Spend Less Food Store does a great catering business with food, their catering business for baking is very small. Since the store is doing the catering with food for many occasions, they also want to let customers know they offer baking services as well. Spend Less Food Store also wants to build a relationship with Randy's Catering to perform some of their baked good needs.

As Manager of the Deli/Bakery, you are interested in knowing how Spend Less Food Store can promote their baking and catering business on a limited budget. You have asked the Assistant Manager (participant) to come up with ideas on how the store can promote this award winning baker through the use of traditional advertising, social media, and in-store displays to increase the catering business. Also, you are interested in finding ways to develop a strong relationship with Randy's Catering as they host over 200 occasions annually.

The participant will make his/her presentation 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 his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What type of advertising or publicity can be used with this campaign with a limited budget?

Possible answers:

- *News article in the local paper promoting the hire of the award winning baker.*
- *Facebook Page promoting catering services and emails/texts/tweets to customers who have already done catering with Spend Less Food Store.*
- *In-store displays of the bakers products with a poster/sign promoting catering services.*
- *Invite potential customers to taste testing.*
- *As a member of the chamber, brochures are provided at the chamber of commerce and local hotels.*
- *Use the electronic marquee that cars see when driving by.*

2. Provide specific examples on how we can develop a positive relationship with Randy's Catering?

Possible answers:

- *Provide Randy with samples of products to taste.*
- *Provide one free major cake or party arrangement with baking.*
- *Provide Randy with a 5% finder's fee for all work brought to the store.*

3. If Randy's Catering does not want to develop a relationship, how do we still keep positive communications open with the business?

Possible answers:

- *Inform Randy's Catering that you are available to assist him with problem situations.*
- *Team up on large catering events. Spread your business to Randy's Catering to show good faith.*

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

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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 EVENT, 2015

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

INSTRUCTIONAL AREA: Promotion

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS						
1.	Explain the concept of market and market identification.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the concept of product/service mix.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the role of promotion as a marketing function.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Identify the elements of the promotional mix.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Describe the use of technology in the promotion function.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions.	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						