



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Marketing

QUICK SERVE RESTAURANT MANAGEMENT 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 marketing functions and related activities.
- Explain factors that influence customer selection of food places and menu items.
- Differentiate between service marketing and product marketing.
- Explain the use of marketing strategies in the hospitality and tourism.
- Explain key factors in building a clientele.

EVENT SITUATION

You are to assume the role of the marketing manager for FLAVOR, a Mediterranean fast casual restaurant chain. The director of marketing (judge) wants you to create a marketing campaign that will attract customers that are no longer working from home.

Over the last several quarters many fast casual brands, including FLAVOR, have seen a decline in same-store-sales. Many people have been affected by overall increased prices and have been curbing their spending. This has led traditional fast-food chains to promote new value menus resulting in a small increase in sales. Unfortunately, as a fast casual chain, FLAVOR does not have a value menu and instead focuses on an elevated menu of healthy quality products and a finer fast dining experience.

Recent reports have shown that the majority of customers during lunch time at fast-food chains are people no longer working from home that are now back to the office fulltime or at least three days a week. This is attributed to people in the office using in-person days to connect with co-workers at lunch and to those not wanting to meal plan for lunch during in-person days.

The director of marketing (judge) feels this demographic of customers no longer working from home fulltime would be better suited dining at FLAVOR than at traditional fast-food chains. The director of marketing (judge) wants you to create a marketing plan that will attract these customers to FLAVOR.

You will present ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (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 of marketing's (judge's) questions, the director of marketing (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 director of marketing for FLAVOR, a Mediterranean fast casual restaurant chain. You want the marketing manager (participant) to create a marketing campaign that will attract customers that are no longer working from home.

Over the last several quarters many fast casual brands, including FLAVOR, have seen a decline in same-store-sales. Many people have been affected by overall increased prices and have been curbing their spending. This has led traditional fast-food chains to promote new value menus resulting in a small increase in sales. Unfortunately, as a fast casual chain, FLAVOR does not have a value menu and instead focuses on an elevated menu of healthy quality products and a finer fast dining experience.

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You feel this demographic of customers no longer working from home fulltime would be better suited dining at FLAVOR than at traditional fast-food chains. You want the marketing manager (participant) to create a marketing plan that will attract these customers to FLAVOR.

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 could we alter this to be used for the after-work crowd?
2. Is marketing toward a specific market alienating our other markets?

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.



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JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Marketing

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain factors that influence customer selection of food places and menu items?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Differentiate between service marketing and product marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the use of marketing strategies in the hospitality and tourism?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain key factors in building a clientele?	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						