



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant Management

**INSTRUCTIONAL AREA**  
Market Planning

## **QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the concept of market and market identification.
- Identify ways to segment hospitality and tourism markets.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain factors that influence customer selection of food places and menu items.
- Explain promotional methods used by the hospitality and tourism industry.

## **EVENT SITUATION**

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You are to assume the role of the director of marketing for MAGIC PIZZA, a pizza delivery chain. The company president (judge) wants you develop marketing strategies that will disrupt routine ordering behavior.

MAGIC PIZZA started as a regional pizza restaurant in the early 2000s, offering customers delivery service and carry-out options. MAGIC PIZZA offers pizzas with its special signature sauce and bold flavors, along with traditional pizza toppings. In 2018, nationwide expansion began and now there are close to 1,000 MAGIC PIZZA locations in 35 states. In 2022, gluten free and cauliflower crust options were added to the menu, along with pizza bowls and desserts.

MAGIC PIZZA has done quite well in small town markets. These markets tend to not have many options for pizza or other dining experiences, and people in these markets were excited to try MAGIC PIZZA and then became loyal customers. Unfortunately, people in medium and larger sized markets have not responded well to MAGIC PIZZA. While 67% of households consumed pizza last week, 96% of those ordered their pizza from an establishment that was not new to them.

In medium and larger sized markets, people usually have two go-to pizza picks: one that is a local favorite and one that is a favorite pizza chain. They are not willing to deviate and try MAGIC PIZZA.

The president (judge) wants you to identify and describe one market segment and develop marketing strategies that will influence that segment to disrupt their routine ordering behavior and choose MAGIC PIZZA.

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

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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

1. Participant Instructions, 21<sup>st</sup> 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**

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You are to assume the role of the president of MAGIC PIZZA, a pizza delivery chain. You want the director of marketing (participant) to develop marketing strategies that will disrupt routine ordering behavior.

MAGIC PIZZA started as a regional pizza restaurant in the early 2000s, offering customers delivery service and carry-out options. MAGIC PIZZA offers pizzas with its special signature sauce and bold flavors, along with traditional pizza toppings. In 2018, nationwide expansion began and now there are close to 1,000 MAGIC PIZZA locations in 35 states. In 2022, gluten free and cauliflower crust options were added to the menu, along with pizza bowls and desserts.

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In medium and larger sized markets, people usually have two go-to pizza picks: one that is a local favorite and one that is a favorite pizza chain. They are not willing to deviate and try MAGIC PIZZA.

You want the director of marketing (participant) to identify and describe one market segment and develop marketing strategies that will influence that segment to disrupt their routine ordering behavior and choose MAGIC PIZZA.

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. Do you think these marketing strategies will be good in small markets, as well?
2. How long are these strategies able to be used before we'll need something different?

Once the director of marketing (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing (participant) for the work.

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

## EVALUATION INSTRUCTIONS

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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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## QUICK SERVE RESTAURANT MANAGEMENT SERIES 2025

**JUDGE'S EVALUATION FORM**  
ICDC PRELIMINARY 1

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Market Planning

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify ways to segment hospitality and tourism markets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	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	
5.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						