



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Communication Skills

**FOOD MARKETING 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 nature of a promotional plan.
- Explain the concept of marketing strategies.
- Write persuasive messages.
- Employ communication styles appropriate to target audience.
- Choose and use appropriate channel for workplace communication.

## **EVENT SITUATION**

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You are to assume the role of the director of marketing communications for PUBLIC HOUSE, a regional supermarket chain. The vice president of human resources (judge) wants you to develop a promotional plan that will highlight the PUBLIC HOUSE career journey with both current and future employees.

PUBLIC HOUSE has 1,400 stores and is one of the fastest growing supermarket chains in the nation. As more locations open, PUBLIC HOUSE looks to recruit employees for various departments in each store and in distribution centers. In addition, the growth has resulted in additional district and regional management positions, as well as positions in the corporate office.

Talent acquisition has been an ongoing struggle for many retailers including PUBLIC HOUSE. Many of the part-time or entry level full-time positions are wrongly considered to be dead-end jobs with no room for growth. Most high school and college students who are employed by PUBLIC HOUSE choose to end their employment to pursue other careers falsely thinking that a professional career at PUBLIC HOUSE is not in their future.

PUBLIC HOUSE employees hold a variety of positions within the company including roles in accounting, finance, legal, logistics, merchandising, marketing, human resources, operations, management, information technology and governance. Many of the employees at the corporate office began their careers in PUBLIC HOUSE stores.

The vice president of human resources (judge) feels it would positively impact employee recruitment to promote the PUBLIC HOUSE career journey emphasizing that a job with the company does not need to be temporary.

The vice president of human resources (judge) wants you to develop a promotional plan that includes messaging for both current and future employees that demonstrates the appeal of PUBLIC HOUSE employment and the career journey.

You will present your ideas to the vice president of human resources (judge) in a role-play to take place in the vice president's (judge's) office. The vice president of human resources (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president of human resources' (judge's) questions, the vice president of human resources (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 vice president of human resources for PUBLIC HOUSE, a regional supermarket chain. You want the director of marketing communications (participant) to develop a promotional plan that will highlight the PUBLIC HOUSE career journey with both current and future employees.

PUBLIC HOUSE has 1,400 stores and is one of the fastest growing supermarket chains in the nation. As more locations open, PUBLIC HOUSE looks to recruit employees for various departments in each store and in distribution centers. In addition, the growth has resulted in additional district and regional management positions, as well as positions in the corporate office.

Talent acquisition has been an ongoing struggle for many retailers including PUBLIC HOUSE. Many of the part-time or entry level full-time positions are wrongly considered to be dead-end jobs with no room for growth. Most high school and college students who are employed by PUBLIC HOUSE choose to end their employment to pursue other careers falsely thinking that a professional career at PUBLIC HOUSE is not in their future.

PUBLIC HOUSE employees hold a variety of positions within the company including roles in accounting, finance, legal, logistics, merchandising, marketing, human resources, operations, management, information technology and governance. Many of the employees at the corporate office began their careers in PUBLIC HOUSE stores.

You feel it would positively impact employee recruitment to promote the PUBLIC HOUSE career journey emphasizing that a job with the company does not need to be temporary.

You want the director of marketing communications (participant) to develop a promotional plan that includes messaging for both current and future employees that demonstrates the appeal of PUBLIC HOUSE employment and the career journey.

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 best showcase our corporate employees who started as part-time employees?
2. Which communications channels do you feel are the most beneficial for this promotion?

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



## FOOD MARKETING SERIES 2025

### JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

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

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

### INSTRUCTIONAL AREA: Communication Skills

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Write persuasive messages?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Employ communication styles appropriate to target audience?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Choose and use appropriate channel for workplace communication?	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>						