PRINCIPLES OF MARKETING EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Economics

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Distinguish between economic goods and services.
- Describe the functions of prices in markets.
- Explain the principles of supply and demand.
- Explain the concept of competition.

EVENT SITUATION

You are to assume the role of an employee at FOOD DOLLAR, a grocery store. A co-worker (judge) wants you to explain what affects prices at the store.

FOOD DOLLAR is now offering curb side grocery pickup. Customers can shop using the FOOD DOLLAR app and arrange a pickup time. A FOOD DOLLAR employee will fulfill the order and deliver it to the customer's vehicle. There is a 3% markup on item prices to cover costs associated with the service.

A co-worker (judge) does not understand why there is a markup on prices for curbside grocery pickup. The co-worker (judge) has asked you to explain and also wants you to explain how supply and demand and competition affect pricing.

You will present the information to the co-worker (judge) in a role-play to take place at the store. The co-worker (judge) will begin the role-play by asking you about pricing. After you have presented the information to the co-worker (judge) and have answered the co-worker's (judge's) questions, the co-worker (judge) will conclude the role-play by thanking you for the information.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of an employee at FOOD DOLLAR, a grocery store. You want a co-worker (participant) to explain what affects prices at the store.

FOOD DOLLAR is now offering curb side grocery pickup. Customers can shop using the FOOD DOLLAR app and arrange a pickup time. A FOOD DOLLAR employee will fulfill the order and deliver it to the customer's vehicle. There is a 3% markup on item prices to cover costs associated with the service.

You do not understand why there is a markup on prices for curbside grocery pickup. You have asked a co-worker (participant) to explain and also want the co-worker (participant) to explain how supply and demand and competition affect pricing.

The participant will present the information to you in a role-play to take place at the store. You will begin the role-play by asking about pricing.

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

1. What are some other reasons why our prices on certain items might be lowered?
2. What are ways the store notifies customers about lower prices?

After the co-worker (participant) has given you the information and has answered your questions, you will conclude the role-play by thanking the co-worker (participant).

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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the exam score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.

PRINCIPLES OF MARKETING – 2026

JUDGE'S EVALUATION FORM
ASSOCIATION EVENT 1

Participant: ___________________________

ID Number: ___________________________

INSTRUCTIONAL AREA:
Economics

	Rate the participant's ability to:	Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Distinguish between economic goods and services.	0-1-2-3	4-5-6-7	8-9-10-11	12	
2.	Describe the functions of prices in markets.	0-1-2-3	4-5-6-7	8-9-10-11	12	
3.	Explain the principles of supply and demand.	0-1-2-3	4-5-6-7	8-9-10-11	12	
4.	Explain the concept of competition.	0-1-2-3	4-5-6-7	8-9-10-11	12	
SOLUTION						
5.	**Unique** Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
6.	**Practical** Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
7.	**Effective** Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
8.	**Critical Thinking** Think critically to understand and solve problems.	0-1	2-3	4-5	6	
9.	**Communication** Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
10.	**Decision Making** Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
11.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2-3	4-5-6	7-8-9	10	
					TOTAL SCORE	