



RESTAURANT AND FOOD SERVICES MANAGEMENT SERIES EVENT

RFSM-26
Association Event 1

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Promotion

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

- Explain the role of promotion as a marketing function.
- Explain promotional methods used in the hospitality and tourism industry.
- Explain the relationship between promotion and brand.
- Discuss the nature of the menu as a management tool.
- Explain key factors in building a clientele.

EVENT SITUATION

You are to assume the role of the marketing manager for FIELDS OF ITALY, a chain of full-service restaurants specializing in Italian-inspired cuisine. The senior vice president (judge) wants you to determine the best promotional methods to introduce menu additions that will attract new customers.

FIELDS OF ITALY has been in business for over 40 years and has over 900 locations. The chain is known for serving up huge portions of various pasta dishes along with unlimited soup, salad and breadsticks. On weekdays, FIELDS OF ITALY has a lunch menu that features panini-style sandwiches, personal-sized pizza and salads priced at \$9.99. The lunch menu is only available 11:00AM – 2:00PM, Monday through Friday. The regular menu items range in price from \$14.99 - \$25.99, which is considered moderately priced for a chain restaurant.

Executives understand that consumers are not dining out as frequently and are looking for affordable options when they do visit restaurants. In response, FIELDS OF ITALY executives have tested a small portion menu in ten restaurants. The small portion menu offers seven popular menu items at a half portion and half priced. While the test menu has resulted in lowered average checks at these locations, it has been met with much enthusiasm and satisfaction from customers.

It is not known yet if the new small portion menu will attract new customers since it has not yet been promoted. Only diners already choosing to eat at FIELDS OF ITALY have seen the small portion menu.

The senior vice president (judge) wants you to determine the best promotional methods to introduce the small portion menu to the wider population as all locations will begin offering it next month.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice 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 senior vice president's (judge's) questions, the senior vice president (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the senior vice president for FIELDS OF ITALY, a chain of full-service restaurants specializing in Italian-inspired cuisine. You want the marketing manager (participant) to determine the best promotional methods to introduce menu additions that will attract new customers.

FIELDS OF ITALY has been in business for over 40 years and has over 900 locations. The chain is known for serving up huge portions of various pasta dishes along with unlimited soup, salad and breadsticks. On weekdays, FIELDS OF ITALY has a lunch menu that features panini-style sandwiches, personal-sized pizza and salads priced at \$9.99. The lunch menu is only available 11:00AM – 2:00PM, Monday through Friday. The regular menu items range in price from \$14.99 - \$25.99, which is considered moderately priced for a chain restaurant.

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It is not known yet if the new small portion menu will attract new customers since it has not yet been promoted. Only diners already choosing to eat at FIELDS OF ITALY have seen the small portion menu.

You want the marketing manager (participant) to determine the best promotional methods to introduce the small portion menu to the wider population as all locations will begin offering it next month.

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 can we determine if the small portion menu should be on the menu forever or only for a limited time?
2. What do we need to communicate to our employees about the small portion menu?

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 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. This presentation will be valued at one-third of the total 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.



RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain promotional methods used in the hospitality and tourism industry.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the relationship between promotion and brand.	0-1-2-3	4-5-6	7-8-9	10	
4.	Discuss the nature of the menu as a management tool.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain key factors in building a clientele.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						