



FOOD MARKETING SERIES EVENT

FMS-26
Association Event 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Selling

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 key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.
- Explain the role of customer service as a component of selling relationships.
- Leverage data to recommend personalized, relevant campaigns.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of the general manager for FOOD FINDS, a grocery store with a large fresh format deli and ready-to-eat options. The district manager (judge) has noticed an increase in new customers during the lunch hours and wants you to turn them into loyal customers.

The FOOD FINDS location you manage is in a well-established neighborhood. Within the last five years, FOOD FINDS has invested in completely renovating the deli department to include a large fresh format, ready-to-eat meal department. The deli offers fresh salads, pastas, pizza slices, soups, hot and cold sandwiches and a variety of other items that are available in single-serve or large quantities.

Last year a massive office park opened six blocks from FOOD FINDS. Since the opening of the office park, FOOD FINDS has seen a significant increase in the number of customers in the deli department each weekday between the hours of 11:00AM and 2:00PM. People employed at the office park are visiting FOOD FINDS for a fresh, quick lunch rather than restaurants. Weekdays between 11:00AM and 2:00PM are busier than any other time at this FOOD FINDS location.

The district manager (judge) wants the lunch time customers from the office park to become regular shoppers at FOOD FINDS. The district manager (judge) wants you to create strategies to market FOOD FINDS as a grocery shopping destination to the lunch time deli customers.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the district manager for FOOD FINDS, a grocery store with a large fresh format deli and ready-to-eat options. You have noticed an increase in new customers during the lunch hours and want the general manager (participant) to turn them into loyal customers.

The general manager (participant) manages a FOOD FINDS in a well-established neighborhood. Within the last five years, FOOD FINDS has invested in completely renovating the deli department to include a large fresh format, ready-to-eat meal department. The deli offers fresh salads, pastas, pizza slices, soups, hot and cold sandwiches and a variety of other items that are available in single-serve or large quantities.

Last year a massive office park opened six blocks from FOOD FINDS. Since the opening of the office park, FOOD FINDS has seen a significant increase in the number of customers in the deli department each weekday between the hours of 11:00AM and 2:00PM. People employed at the office park are visiting FOOD FINDS for a fresh, quick lunch rather than restaurants. Weekdays between 11:00AM and 2:00PM are busier than any other time at this FOOD FINDS location.

You want the lunch time customers from the office park to become regular shoppers at FOOD FINDS. You want the general manager (participant) to create strategies to market FOOD FINDS as a grocery shopping destination to the lunch time deli customers.

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. What is an incentive we could give lunch time customers to come back during other hours?
2. How can we tell if the strategies worked?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general 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.



FOOD MARKETING SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:

Selling

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain key factors in building a clientele.	0-1-2-3	4-5-6	7-8-9	10	
2.	Discuss motivational theories that impact buying behavior.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the role of customer service as a component of selling relationships.	0-1-2-3	4-5-6	7-8-9	10	
4.	Leverage data to recommend personalized, relevant campaigns.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the concept of marketing strategies.	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						