



FOOD MARKETING SERIES EVENT

FMS-26
Association Event 2

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing-Information
Management

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

- Describe the need for marketing data.
- Identify data monitored for marketing decision making.
- Discuss the nature of sampling plans (i.e., who, how many, how chosen).
- Describe data-collection methods.
- Identify ways to track marketing-communications activities.

EVENT SITUATION

You are to assume the role of the market research manager for FAMILY MARKET, a chain of supermarkets. The director of marketing (judge) wants you to gather data from customers for the development of a new product offering.

FAMILY MARKET sells *Done Dinner* each October, November and December. Customers order ahead and choose between a *Done Dinner* that feeds four or eight people. Each *Done Dinner* includes:

- 14-pound turkey or spiral ham
- Mashed potatoes and gravy
- Stuffing
- Green bean casserole
- Cranberries
- Dinner rolls
- Pumpkin or Apple pie

Done Dinner is fully cooked and simply needs to be reheated before serving. *Done Dinner* for four is priced at \$69.99 and *Done Dinner* for eight is priced at \$129.99.

Done Dinner has become a huge success for FAMILY MARKET. Customers rave about the quality of the food and the ease of serving a full holiday meal. In response, FAMILY MARKET executives want to begin offering other *Done Dinner* bundles that are not holiday related but instead could be purchased for a regular weeknight meal for busy families.

The director of marketing (judge) wants you to gather data from past *Done Dinner* customers and from general FAMILY MARKET customers to determine what products should be included in a weeknight *Done Dinner*, pricing and quantities. The director (judge) needs you to determine the sampling plan, specific questions to ask, data-collection methods and methods to track responses.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the director of marketing for FAMILY MARKET, a chain of supermarkets. You want the market research manager (participant) to gather data from customers for the development of a new product offering.

FAMILY MARKET sells *Done Dinner* each October, November and December. Customers order ahead and choose between a *Done Dinner* that feeds four or eight people. Each *Done Dinner* includes:

- 14-pound turkey or spiral ham
- Mashed potatoes and gravy
- Stuffing
- Green bean casserole
- Cranberries
- Dinner rolls
- Pumpkin or Apple pie

Done Dinner is fully cooked and simply needs to be reheated before serving. *Done Dinner* for four is priced at \$69.99 and *Done Dinner* for eight is priced at \$129.99.

Done Dinner has become a huge success for FAMILY MARKET. Customers rave about the quality of the food and the ease of serving a full holiday meal. In response, FAMILY MARKET executives want to begin offering other *Done Dinner* bundles that are not holiday related but instead could be purchased for a regular weeknight meal for busy families.

You want the market research manager (participant) to gather data from past *Done Dinner* customers and from general FAMILY MARKET customers to determine what products should be included in a weeknight *Done Dinner*, pricing and quantities. You need the market research manager (participant) to determine the sampling plan, specific questions to ask, data-collection methods and methods to track responses.

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 should we promote the new weeknight *Done Dinner* bundles?
2. What are the advantages of *Done Dinner* over getting takeout from a restaurant?

Once the market research manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the market research 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 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:

Marketing-Information Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the need for marketing data.	0-1-2-3	4-5-6	7-8-9	10	
2.	Identify data monitored for marketing decision making.	0-1-2-3	4-5-6	7-8-9	10	
3.	Discuss the nature of sampling plans.	0-1-2-3	4-5-6	7-8-9	10	
4.	Describe data-collection methods.	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify ways to track marketing-communications activities.	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						