



FOOD MARKETING SERIES EVENT

FMS-26
ICDC Preliminary 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing 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

- Participate in community outreach activities.
- Identify types of public-relations activities.
- Explain the role of promotion as a marketing function.
- Explain the concept of market and market identification.
- Explain the nature of corporate branding.

EVENT SITUATION

You are to assume the role of the director of staffing for PUBLIC GROCERY, a supermarket chain with over 1,400 locations. The chief human resources officer (judge) wants you to plan a special event that district managers can implement for high school aged employees and their parents that will persuade the students to retain employment with the company.

PUBLIC GROCERY has 140 districts that hire hundreds of employees to fill part-time and full-time positions in various departments. The corporate headquarters includes roles across several different industries, such as marketing, finance, human resources, operations, IT, legal and merchandising.

One issue the chain encounters regularly is employee retention, primarily with younger employees that terminate their employment after graduating high school or when leaving for college. In an attempt to engage high school aged employees, the chain started the *Celebrate Opportunities* program. Each district hosts this program, inviting employed high school seniors and their parents/guardians to a two-hour session that recognizes their achievements at PUBLIC GROCERY and highlights the opportunities and benefits of staying with the company. *Celebrate Opportunities* features a panel of employees who share their PUBLIC GROCERY career journeys along with a presentation on benefits, stock options, internships and tuition reimbursement programs.

After a decade, the *Celebrate Opportunities* program has grown stale. The chief human resources officer (judge) wants you to plan a new program for high school aged employees of PUBLIC GROCERY that will inform them of the perks of retaining employment. The chief human resources officer (judge) wants the program to be implemented in each district, with an average attendance of 100 people. The program should be fun, fresh and engaging.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the chief human resources officer for PUBLIC GROCERY, a supermarket chain with over 1,400 locations. You want the director of staffing (participant) to plan a special event that district managers can implement for high school aged employees and their parents that will persuade the students to retain employment with the company.

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After a decade, the *Celebrate Opportunities* program has grown stale. You want the director of staffing (participant) to plan a new program for high school aged employees of PUBLIC GROCERY that will inform them of the perks of retaining employment. You want the program to be implemented in each district, with an average attendance of 100 people. The program should be fun, fresh and engaging.

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 employees to attend?
2. What are the pros and cons of having parents/guardians attend?

Once the director of staffing (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of staffing (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 ICDC PRELIMINARY EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:

Promotion

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Participate in community outreach activities.	0-1-2-3	4-5-6	7-8-9	10	
2.	Identify types of public-relations activities.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the role of promotion as a marketing function.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the concept of market and market identification.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the nature of corporate branding.	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						