



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Market Planning

FOOD MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Identify product's/service's competitive advantage.
- Describe factors used by marketers to position products/services.

EVENT SITUATION

You are to assume the role of the assistant manager for PLAZA GROCERY, a supermarket located in a small community. The general manager (judge) wants you to create marketing strategies to encourage customers to use the curbside pickup service during the summer months.

PLAZA GROCERY is the only full-size supermarket in the community. There are small dollar stores and convenience stores, but PLAZA GROCERY has the largest assortment of products at lower prices. Five years ago, PLAZA GROCERY began offering customers curbside pickup service. Curbside customers shop using the store's mobile app or on the website and place needed items into a virtual cart. Customers pay online and pick up the grocery order at a designated time. There is a \$5 fee for curbside pickup and items are priced 3% higher than in-store.

Curbside pickup has been quite successful for PLAZA GROCERY except during the summer months. Last summer, PLAZA GROCERY saw the lowest number of curbside pickup orders. The general manager (judge) does not know the true reason why orders decrease in the summer; however, the manager (judge) thinks it might have to with longer daylight hours and warmer temperatures.

The general manager (judge) wants you to create a basic marketing plan that will encourage customers to use the curbside pickup service in the summer. The marketing strategies will be used next June, July and August. The general manager (judge) wants you to include a target market, specific strategies and the competitive advantages of the service.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the general manager for PLAZA GROCERY, a supermarket located in a small community. You want the assistant manager (participant) to create marketing strategies to encourage customers to use the curbside pickup service during the summer months.

PLAZA GROCERY is the only full-size supermarket in the community. There are small dollar stores and convenience stores, but PLAZA GROCERY has the largest assortment of products at lower prices. Five years ago, PLAZA GROCERY began offering customers curbside pickup service. Curbside customers shop using the store's mobile app or on the website and place needed items into a virtual cart. Customers pay online and pick up the grocery order at a designated time. There is a \$5 fee for curbside pickup and items are priced 3% higher than in-store.

Curbside pickup has been quite successful for PLAZA GROCERY except during the summer months. Last summer, PLAZA GROCERY saw the lowest number of curbside pickup orders. You do not know the true reason why orders decrease in the summer; however, you think it might have to do with longer daylight hours and warmer temperatures.

You want the assistant manager (participant) to create a basic marketing plan that will encourage customers to use the curbside pickup service in the summer. The marketing strategies will be used next June, July and August. You want the assistant manager (participant) to include a target market, specific strategies and the competitive advantage of the service.

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 the best communication channel to use to reach the target market?
2. If your strategies are successful, can we continue to use them again the next summer?

Once the assistant manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the assistant 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 ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**FOOD MARKETING SERIES
2026**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Market Planning

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						