



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Customer Relations

**FOOD MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Identify company’s brand promise.
- Reinforce service orientation through communication.
- Build and maintain relationship with customers.
- Demonstrate a customer service mindset.
- Communicate core values of product/service.

## EVENT SITUATION

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You are to assume the role of the marketing manager for MY TOWN FOODS, a grocery store chain with 200 locations. The director of marketing (judge) wants you to design in-store methods to increase sales of household goods.

MY TOWN FOODS stores provide customers with the best prices and selection of fresh meats, local produce and pantry staples. The chain consistently is ranked number one in customer service, product selection and quality. Unfortunately, many customers who are happy with MY TOWN FOODS still visit big-box chains to purchase household goods. Items such as laundry detergent, paper products and cleaning products are priced lower at the big-box chains. Shoppers would rather travel to two stores than purchase household goods at MY TOWN FOODS.

With top ratings in customer service, product selection and product quality, the director of marketing (judge) feels that MY TOWN FOODS can increase sales of household goods by communicating core values and not reducing prices. The director of marketing (judge) wants you to develop an in-store method to increase sales of household goods without reducing prices.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing'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

### 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, 21<sup>st</sup> 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 director of marketing for MY TOWN FOODS, a grocery store chain with 200 locations. You want the marketing manager (participant) to design in-store methods to increase sales of household goods.

MY TOWN FOODS stores provide customers with the best prices and selection of fresh meats, local produce and pantry staples. The chain consistently is ranked number one in customer service, product selection and quality. Unfortunately, many customers who are happy with MY TOWN FOODS still visit big-box chains to purchase household goods. Items such as laundry detergent, paper products and cleaning products are priced lower at the big-box chains. Shoppers would rather travel to two stores than purchase household goods at MY TOWN FOODS.

With top ratings in customer service, product selection and product quality, you feel that MY TOWN FOODS can increase sales of household goods by communicating core values and not reducing prices. You want the marketing manager (participant) to develop an in-store method to increase sales of household goods without reducing prices.

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. Why are big-box stores' prices on household products lower than prices at our stores?
2. Besides in-store, what other methods should we use to increase sales of household goods?

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

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**FOOD MARKETING SERIES  
2026**

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT 2**

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:  
Customer Relations**

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Identify company's brand promise?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Reinforce service orientation through communication?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Build and maintain relationship with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						