



## FOOD MARKETING SERIES EVENT

**CAREER CLUSTER**  
Marketing

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**CAREER PATHWAY**  
Marketing Management

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**INSTRUCTIONAL AREA**  
Market Planning

### 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 the nature of effective communications.
- Build trust in relationships.
- Foster positive working relationships.
- Reinforce service orientation through communication.
- Communicate core values of product/service.

## EVENT SITUATION

You are to assume the role of the marketing manager at TOP MANAGEMENT, a management recruitment service. The owner (judge) wants you to warn customers about a current scam in the industry.

TOP MANAGEMENT works with corporate clients to find well suited applicants for middle and upper-level management positions. Applicants looking for work submit resumes to TOP MANAGEMENT and are provided opportunities that match their qualifications. TOP MANAGEMENT also reaches out to qualified individuals as headhunters. TOP MANAGEMENT prides itself on confidentiality and privacy when working with applicant pools and people open to work.

Unfortunately, there is a rise in mobile phone scams involving staffing and recruitment services. A person will receive a text message from a fraudulent staffing service stating an employment opportunity is available for them with a high starting salary. The text contains a link that will lead to more information about the position but requires the person to input personal information. The scammers then have the personal information for use in identity theft, fraud and other misdeeds.

The owner (judge) wants corporate clients and the TOP MANAGEMENT applicant pool to be warned about the scam but to also feel secure working with TOP MANAGEMENT. The owner (judge) wants you to discuss how and what to effectively communicate to the markets.

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

## JUDGE INSTRUCTIONS

### JUDGE CHARACTERIZATION

You are to assume the role of the owner of TOP MANAGEMENT, a management recruitment service. You want the marketing manager (participant) to warn customers about a current scam in the industry.

TOP MANAGEMENT works with corporate clients to find well suited applicants for middle and upper-level management positions. Applicants looking for work submit resumes to TOP MANAGEMENT and are provided opportunities that match their qualifications. TOP MANAGEMENT also reaches out to qualified individuals as headhunters. TOP MANAGEMENT prides itself on confidentiality and privacy when working with applicant pools and people open to work.

Unfortunately, there is a rise in mobile phone scams involving staffing and recruitment services. A person will receive a text message from a fraudulent staffing service stating an employment opportunity is available for them with a high starting salary. The text contains a link that will lead to more information about the position but requires the person to input personal information. The scammers then have the personal information for use in identity theft, fraud and other misdeeds.

You want corporate clients and the TOP MANAGEMENT applicant pool to be warned about the scam but to also feel secure working with TOP MANAGEMENT. You want the marketing manager (participant) to discuss how and what to effectively communicate to the markets.

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 do we need to be involved in educating our customers on scams?
2. Why is it important for businesses to pay attention to current scams in their industry?

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

- 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
<b>Content Understanding</b>	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.
<b>Application of Performance Indicators and Career Competencies</b>	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.
<b>Reasoning</b>	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.
<b>Workplace Readiness</b>	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**  
DISTRICT EVENT 1

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

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

**INSTRUCTIONAL AREA:**  
Market Planning

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of effective communications.	0-1-2-3	4-5-6	7-8-9	10	
2.	Build trust in relationships.	0-1-2-3	4-5-6	7-8-9	10	
3.	Foster positive working relationships.	0-1-2-3	4-5-6	7-8-9	10	
4.	Reinforce service orientation through communication.	0-1-2-3	4-5-6	7-8-9	10	
5.	Communicate core values of product/service.	0-1-2-3	4-5-6	7-8-9	10	
<b>SOLUTION</b>						
6.	<b>Unique</b> Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	<b>Practical</b> Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	<b>Effective</b> Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
<b>CAREER COMPETENCIES</b>						
9.	<b>Critical Thinking</b> Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	<b>Communication</b> Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	<b>Decision Making</b> Consider the impacts of decisions.	0-1	2-3	4-5	6	
<b>OVERALL IMPRESSION</b>						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
<b>TOTAL SCORE</b>						