



FOOD MARKETING SERIES EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

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 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 do 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

JUDGE 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 their ideas. Allow the participant 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.

During the role-play, you are to ask the following questions of each participant team:

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 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	Lists the performance indicators but understanding is incomplete or inaccurate.	Defines the performance indicators but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators 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 concepts and theories and demonstrate 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 DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Market Planning

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the concept of market and market identification.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the concept of marketing strategies.	0-1-2-3	4-5-6	7-8-9	10	
4.	Identify product's/service's competitive advantage.	0-1-2-3	4-5-6	7-8-9	10	
5.	Describe factors used by marketers to position products/services.	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						