

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Marketing

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 meet the performance indicator 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

1. Describe marketing functions and related activities.
2. Explain factors that influence customer/client/business buying behavior.
3. Demonstrate connections between company actions and results.
4. “Sell” ideas to others.
5. Assess product packaging requirements.

EVENT SITUATION

You are to assume the role of director of merchandising for FOOD MARKET, a regional grocery store chain with 15 store locations. You will be meeting with the president of BEST BABY (judge), a company that produces organic baby food, to discuss selling the products in FOOD MARKET stores.

All FOOD MARKET stores have an aisle dedicated to baby food and supplies. One side of the aisle features food products such as jars of baby food, snacks, cereals, boxed meals, juices and teething biscuits. The other side of the aisle features supplies such as toys, diapers, wipes, bathing products, lotions, creams and other accessories. The aisle is located in the middle of each FOOD MARKET, being the divider between food items and household items.

BEST BABY has released a number of organic baby food products that are packaged in pouches rather than jars or boxes. The organic pouches range from fresh fruit purees to fresh vegetable purees and lean meat purees, all made from high-pressure processing. The processing is the first in its kind in baby food and parents are thrilled. Due to the nature of the processing and ingredients, BEST BABY pouches must be refrigerated.

Currently, BEST BABY products are only sold at specialty stores. The two specialty store chains that sell BEST BABY have rearranged the layout of the store, so all baby food items are near a refrigerated section, making it easy for BEST BABY pouches to be refrigerated, but still be marketed with other baby food. BEST BABY products have sold extremely well in the specialty stores.

You want FOOD MARKET to carry BEST BABY products. You have seen how well the products sell at the specialty stores and feel it would be a great extension to the baby foods already offered. FOOD MARKET locations are not able to change the store layouts to put the entire baby food aisle near an already refrigerated section of the stores. The president of BEST BABY (judge) is willing to consider FOOD MARKET as another sales channel, but needs to know how the refrigeration issue will be handled.

You will meet with the president of BEST BABY (judge) to discuss how FOOD MARKET will solve the refrigeration issue, ensuring that the products have visibility among the targeted market. The solution must provide evidence of effective marketing.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of president of BEST BABY, a company that produces organic baby food. You will be meeting with the director of merchandising for FOOD MARKET (participant), a regional grocery store chain with 15 store locations, to discuss selling BEST BABY products in FOOD MARKET stores.

All FOOD MARKET stores have an aisle dedicated to baby food and supplies. One side of the aisle features food products such as jars of baby food, snacks, cereals, boxed meals, juices and teething biscuits. The other side of the aisle features supplies such as toys, diapers, wipes, bathing products, lotions, creams and other accessories. The aisle is located in the middle of each FOOD MARKET, being the divider between food items and household items.

BEST BABY has released a number of organic baby food products that are packaged in pouches rather than jars or boxes. The organic pouches range from fresh fruit purees to fresh vegetable purees and lean meat purees, all made from high-pressure processing. The processing is the first in its kind in baby food and parents are thrilled. Due to the nature of the processing and ingredients, BEST BABY pouches must be refrigerated.

Currently, BEST BABY products are only sold at specialty stores. The two specialty store chains that sell BEST BABY have rearranged the layout of the store, so all baby food items are near a refrigerated section, making it easy for BEST BABY pouches to be refrigerated, but still be

marketed with other baby food. BEST BABY products have sold extremely well in the specialty stores.

The director of merchandising (participant) wants FOOD MARKET to carry BEST BABY products. The director of merchandising (participant) has seen how well the products sell at the specialty stores and feels it would be a great extension to the baby foods already offered. FOOD MARKET locations are not able to change the store layouts to put the entire baby food aisle near an already refrigerated section of the stores. You are willing to consider FOOD MARKET as another sales channel, but need to know how the refrigeration issue will be handled.

You will meet with the director of merchandising (judge) to discuss how FOOD MARKET will solve the refrigeration issue, ensuring that the products have visibility among the targeted market. The solution must provide evidence of effective marketing.

The participant will present ideas 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. How will selling BEST BABY products at FOOD MARKET affect our image?
2. Do you want BEST BABY products at all 15 FOOD MARKET stores?
3. Will there be costs associated with your plan?

Once the director of merchandising (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of merchandising (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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, 2018**

Participant: _____

JUDGE'S EVALUATION FORM

I.D. Number: _____

INSTRUCTIONAL AREA

Marketing

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

1.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	"Sell" ideas to others?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Assess product packaging requirements?	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