



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Emotional Intelligence

**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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- Describe the role of business ethics in pricing.
- Explain ethical considerations in providing information.
- Explain the nature of effective communications.
- Build trust in relationships.
- Explain the nature of marketing management.

## EVENT SITUATION

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You are to assume the role of the marketing manager for HATCH FOODS, a supermarket chain with 400 locations. The director of merchandising (judge) wants you to determine whether or not to communicate manufacturers' "shrinkflation" practices with customers.

Inflation has resulted in many customers trying to spend less. It has also resulted in manufacturers finding new and ethically questionable ways to change product size without changing price. This practice is known as "shrinkflation." For example, a manufacturer changes the size of a bag of potato chips from 9.75 oz to 9.25 oz but does not adjust the price. Or a manufacturer that normally sells bathroom tissue with 264 sheets per package changes the package to 240 sheets and does not adjust the price to reflect less product.

The director of merchandising at HATCH FOODS (judge) is upset by the sneaky practices of manufacturers and wants customers to be made aware of shrinkflation. HATCH FOODS' commitment has always been to offer customers their favorite brands, so while the stores will continue to carry shrinkflation merchandise, the director of merchandising (judge) wants you to analyze and decide:

- Ethics in pricing
- Ethical considerations in providing customers with information about shrinkflation
- How to effectively communicate which products in stores are affected by shrinkflation
- Possible effects of trust in relationships with customers and with product manufacturers

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

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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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**

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You are to assume the role of the director of merchandising for HATCH FOODS, a supermarket chain with 400 locations. You want the marketing manager (participant) to determine whether or not to communicate manufacturers' "shrinkflation" practices with customers.

Inflation has resulted in many customers trying to spend less. It has also resulted in manufacturers finding new and ethically questionable ways to change product size without changing price. This practice is known as "shrinkflation." For example, a manufacturer changes the size of a bag of potato chips from 9.75 oz to 9.25 oz but does not adjust the price. Or a manufacturer that normally sells bathroom tissue with 264 sheets per package changes the package to 240 sheets and does not adjust the price to reflect less product.

You are upset by the sneaky practices of manufacturers and wants customers to be made aware of shrinkflation. HATCH FOODS' commitment has always been to offer customers their favorite brands, so while the stores will continue to carry shrinkflation merchandise, you want the marketing manager (participant) to analyze and decide:

- Ethics in pricing
- Ethical considerations in providing customers with information about shrinkflation
- How to effectively communicate which products in stores are affected by shrinkflation
- Possible effects of trust in relationships with customers and with product manufacturers

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 should we worry about trust in relationships if the manufacturers don't worry about it?
2. Is shrinkflation illegal?

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.

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 <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 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

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

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

### INSTRUCTIONAL AREA: Emotional Intelligence

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the role of business ethics in pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain ethical considerations in providing information?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of effective communication?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Build trust in relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of marketing management?	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>						