

**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

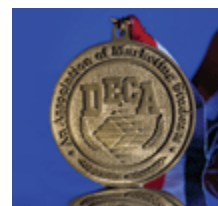
Promotion

**FOOD MARKETING SERIES EVENT****PARTICIPANT INSTRUCTIONS****PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

**PERFORMANCE INDICATORS**

1. Coordinate activities in the promotional mix.
2. Prepare store/department for special event.
3. Explain the use of visual merchandising in retailing.
4. Create promotional signs.
5. Plan/Schedule displays/themes with management.



**EVENT SITUATION**

You are to assume the role of lead courtesy clerk in the deli department of MASON'S SUPERMARKET. The store manager (judge) has asked you to propose promotional strategies for your department.

The supermarket is planning a storewide advertising campaign to kick-off its 75th anniversary. The store manager (judge) has asked each department manager to make a proposal for promotional strategies for its department. The store will highlight a different department each week during the 75th anniversary promotional campaign. Your department manager has asked you to take on this project because he/she knows that you have been studying marketing.

The store manager (judge) wants each department to present their proposal for a promotional campaign for the department. The store manager (judge) has requested that themes, visual merchandising displays, signs, changes in department layout, and promotional activities be described in detail during the presentation of the proposal.

You will present your promotional strategies for the deli department in a role-play to take place in the store manager's (judge's) office. The store manager will begin the role-play by asking to hear your department's proposal. Once you have made the presentation and have answered the store manager's (judge's) questions, the store manager (judge) will conclude the role-play by thanking you for your proposal.

## **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. 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 store manager for MASON'S SUPERMARKET. You have asked the lead courtesy clerk in the deli department (participant) to propose promotional strategies for the department.

The supermarket is planning a storewide advertising campaign to kick-off its 75th anniversary. You have asked each department manager to make a proposal for promotional strategies for its department. The store will highlight a different department each week during the 75th anniversary promotional campaign. The deli department manager has asked the lead courtesy clerk (participant) in the deli department to work on this project. The lead courtesy clerk (participant) has been studying marketing.

You want each department to present their proposal for a promotional campaign for the department. You have requested that themes, visual merchandising displays, signs, changes in department layout, and promotional activities be described in detail during the presentation of the proposal.

The lead courtesy clerk (participant) will present the promotional strategies for the deli department in a role-play to take place in your office. You will begin the role-play by greeting the clerk (participant) and asking to hear the deli department's proposal. During the course of the role-play you are to ask the following questions of each participant:

1. What fundamentals from your training in marketing did you rely on the most in creating this proposal?
2. How will the visual merchandising for the department impact the customer?
3. How costly will this promotional event be for the deli department?

Once the lead courtesy clerk (participant) has made his/her proposal and has answered your questions, you are to conclude the role-play by thanking him/her for the proposal.

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 manager 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.

**JUDGE'S EVALUATION FORM**  
**FMS SAMPLE**

**DID THE PARTICIPANT:**

**1. Coordinate activities in the promotional mix?**

**Little/No Value**

**0, 2**

Attempts at coordinating activities in the promotional mix were inadequate or unclear.

**Below Expectations**

**4, 6, 8**

Adequately coordinated activities in the promotional mix.

**Meets Expectations**

**10, 12, 14**

Effectively coordinated activities in the promotional mix.

**Exceeds Expectations**

**16, 18**

Very effectively and thoroughly coordinated activities in the promotional mix.

**2. Prepare store/department for special event?**

**Little/No Value**

**0, 2**

Attempts at preparing store/department for special event were inadequate or unclear.

**Below Expectations**

**4, 6, 8**

Adequately prepared store/department for special event.

**Meets Expectations**

**10, 12, 14**

Effectively prepared store/department for special event.

**Exceeds Expectations**

**16, 18**

Very effectively and thoroughly prepared store/department for special event.

**3. Explain the use of visual merchandising in retailing?**

**Little/No Value**

**0, 2**

Attempts at explaining the use of visual merchandising in retailing were inadequate or unclear.

**Below Expectations**

**4, 6, 8**

Adequately explained the use of visual merchandising in retailing.

**Meets Expectations**

**10, 12, 14**

Effectively explained the use of visual merchandising in retailing.

**Exceeds Expectations**

**16, 18**

Very effectively and thoroughly explained the use of visual merchandising in retailing.

**4. Create promotional signs?**

**Little/No Value**

**0, 2**

Attempts at creating promotional signs were inadequate or unclear.

**Below Expectations**

**4, 6, 8**

Adequately created promotional signs.

**Meets Expectations**

**10, 12, 14**

Effectively created promotional signs.

**Exceeds Expectations**

**16, 18**

Very effectively and thoroughly created promotional signs.

**5. Plan/Schedule displays/themes with management?**

**Little/No Value**

**0, 2**

Attempts at planning/scheduling displays/themes with management were inadequate or unclear.

**Below Expectations**

**4, 6, 8**

Adequately planned/scheduled displays/themes with management.

**Meets Expectations**

**10, 12, 14**

Effectively planned/scheduled displays/themes with management.

**Exceeds Expectations**

**16, 18**

Very effectively and thoroughly planned/scheduled displays/themes with management.

**6. Overall impression and response to judge's questions.**

**Little/No Value**

**0, 1**

Demonstrated few skills; could not answer the judge's questions.

**Below Expectations**

**2, 3, 4**

Demonstrated limited ability to link skills; answered the judge's questions adequately.

**Meets Expectations**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

**Judge's Initials** \_\_\_\_\_

**TOTAL SCORE** \_\_\_\_\_