



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Professional Development

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 have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the need for professional and ethical standards in marketing.
2. Explain the nature of marketing management.
3. Explain the nature of channel-member relationships.
4. Discuss internal and external audiences for public relations activities.
5. Explain consequences of unprofessional and/or unethical behavior in marketing.



EVENT SITUATION

You are to assume the role of marketing director at GARVIN BAKERY, a bakery supplier to the restaurant industry. The president (judge) has asked you to recommend an appropriate company response following a recent problem.

GARVIN BAKERY has been in operation for over sixty years. The company originally supplied grocery stores with breads, cakes, cookies and novelties. With steady success, the company gradually changed its marketing plan and now only supplies baked goods to restaurants in three states—restaurant sandwich buns make up 85% of GARVIN’S product line. GARVIN has earned an excellent reputation with both fast food and full service restaurants. The company is known for quality products, dependability and customer service. GARVIN has a loyal customer base.

Last week a large glass vial containing liquid yeast could not be found. It was discovered that the vial had broken. Pieces of the glass vial were found on the floor near three large vats used to mix batter for sandwich buns. It could not be determined if any glass fell into the mixing vats. The decision was made to throw out all batter from the three vats.

This decision resulted in an immediate shortage for the restaurants supplied by GARVIN’S. As a result, some restaurants were left without any product and little time to make other arrangements. In addition to lost revenue, restaurant employees faced dissatisfied customers. Numerous restaurant clients, from cooks to owners, have called the company asking questions about the incident. Because of the numerous calls and requests for additional services, most employees at GARVIN’S have had to answer questions. Immediate on-the-job training was required to ensure that all employees were able to answer questions and handle complaints from clients. While operations for GARVIN’S and the restaurants have returned to normal, there is need for internal and external “damage control.”

The president (owner) realized that GARVIN’S training program must be expanded, and has asked to meet with you to obtain recommendations on what the company should do to move forward and overcome negative outcomes of the past few days. You have been specifically asked to:

- Analyze GARVIN’S immediate response to the situation and provide input on the immediate action taken.
- Determine the next steps in maintaining goodwill with GARVIN BAKERY’S clients affected by this particular product shortage. As part of this, you need to address the claims from several clients of favoritism by GARVIN employees—it appears that some clients’ product needs were “taken care of” better than others.
- Outline the roles and responsibilities employees of the bakery must accept to continue and build on the company’s goodwill with clients.
- Explain the consequences to GARVIN BAKERY if it fails to respond appropriately to the parties impacted by the problem.

You will make your recommendations to the president (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 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. 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 GARVIN BAKERY, a bakery supplier to the restaurant industry. You have asked your marketing director (participant) to recommend an appropriate company response following a recent problem.

GARVIN BAKERY has been in operation for over sixty years. The company originally supplied grocery stores with breads, cakes, cookies and novelties. With steady success, the company gradually changed its marketing plan and now only supplies baked goods to restaurants in three states—restaurant sandwich buns make up 85% of GARVIN'S product line. GARVIN has earned an excellent reputation with both fast food and full service restaurants. The company is known for quality products, dependability and customer service. GARVIN has a loyal customer base.

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You realized that GARVIN'S training program must be expanded. You have asked to meet with the marketing director (participant) to obtain recommendations on what the company should do to move forward and overcome negative outcomes of the past few days. You have specifically asked the marketing director (participant) to:

- Analyze GARVIN'S immediate response to the situation and provide input on the immediate action taken.
- Determine the next steps in maintaining goodwill with GARVIN BAKERY'S clients affected by this particular product shortage. As part of this, you need to address the claims from several clients of favoritism by GARVIN employees—it appears that some clients' product needs were "taken care of" better than others.
- Outline the roles and responsibilities employees of the bakery must accept to continue and build on the company's goodwill with clients.
- Explain the consequences to GARVIN BAKERY if it fails to respond appropriately to the parties impacted by the problem.

The marketing director (participant) will present to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing director (participant) and asking to hear about the ideas.

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

1. Since we have gotten through this situation without loss of customers, should we just let this go and take steps to see that it doesn't happen again?
2. Is it better for a company to do its own public relations in-house or to hire a public relations firm to take care of the public relations function? Please explain.
3. What kind of training would you recommend for our employees as it relates to good client relationships?

Once the marketing director (participant) has presented and has answered your questions, you will conclude the role-play by thanking the marketing director (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.

JUDGE'S EVALUATION FORM
FMS
SAMPLE EVENT

DID THE PARTICIPANT:

1. Explain the need for professional and ethical standards in marketing?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the need for professional and ethical standards in marketing were inadequate.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the need for professional and ethical standards in marketing.

Meets Expectations

12, 13, 14, 15

Effectively explained the need for professional and ethical standards in marketing.

Exceeds Expectations

16, 17, 18

Very effectively explained the need for professional and ethical standards in marketing.

2. Explain the nature of marketing management?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the nature of marketing management were weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature of marketing management.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature of marketing management.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature of marketing management.

3. Explain the nature of channel-member relationships?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the nature of channel-member relationships were weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature of channel-member relationships.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature of channel-member relationships.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature of channel-member relationships.

4. Discuss internal and external audiences for public relations activities?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to discuss internal and external audiences for public relations activities were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately discussed internal and external audiences for public relations activities.

Meets Expectations

12, 13, 14, 15

Effectively discussed internal and external audiences for public relations activities.

Exceeds Expectations

16, 17, 18

Very effectively discussed internal and external audiences for public relations activities.

5. Explain consequences of unprofessional and/or unethical behavior in marketing?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain consequences of unprofessional and/or unethical behavior in marketing were inadequate.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained consequences of unprofessional and/or unethical behavior in marketing.

Meets Expectations

12, 13, 14, 15

Effectively explained consequences of unprofessional and/or unethical behavior in marketing.

Exceeds Expectations

16, 17, 18

Very effectively explained consequences of unprofessional and/or unethical behavior in marketing.

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

Little/No Value

0, 1, 2

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

Below Expectations

3, 4, 5

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

Meets Expectations

6, 7, 8

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

Exceeds Expectations

9, 10

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

Judge's Initials _____

TOTAL SCORE _____