



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Economics

PRINCIPLES OF MARKETING 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 indicators 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.
- Communication– Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the principles of supply and demand.
2. Describe the functions of prices in markets.
3. Explain the concept of competition.
4. Identify factors affecting a business's profit.

EVENT SITUATION

You are to assume the role of an employee in the dairy department at LARSON FOODS, a local grocery store. A customer (judge) has asked you to explain why the price of eggs has risen so much in the last few months.

Due to the Avian Flu, or bird flu, that struck farms across the country, millions of chickens were infected, and farmers were unable to use their eggs. This has led to an extreme shortage of eggs across the country.

A dozen eggs at LARSON FOODS typically costs \$1.89. Due to the egg shortage, a dozen eggs now costs \$3.99. A customer at LARSON FOODS (judge) is upset by the high price of eggs and has asked you to explain why the price has risen so dramatically.

You will explain why egg prices have gone up to the customer (judge) in a role-play to take place at the grocery store. The customer (judge) will begin the role-play by asking you about the high price of eggs. After you have given the customer (judge) an explanation and have answered the customer's (judge's) questions, the customer (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 Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of a customer in the dairy department at LARSON FOODS, a local grocery store. You have asked a store employee (participant) to explain why the price of eggs has risen so much in the last few months.

Due to the Avian Flu, or bird flu, that struck farms across the country, millions of chickens were infected, and farmers were unable to use their eggs. This has led to an extreme shortage of eggs across the country.

A dozen eggs at LARSON FOODS typically costs \$1.89. Due to the egg shortage, a dozen eggs now costs \$3.99. You are upset by the high price of eggs and have asked the store employee (participant) to explain why the price has risen so dramatically.

The store employee (participant) will explain the reason why egg prices have risen in a role-play to take place at the grocery store. You will begin the role-play by asking about the price of eggs. During the course of the role-play you are to ask the following questions of each participant:

1. Do you think the grocery store should communicate why the egg prices have risen to all store customers?
2. Do you think the price of anything else will increase due to the bird flu epidemic?

After the store employee (participant) has given you an explanation and has answered your questions, you will conclude the role-play by thanking the store employee (participant).

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

Answers will vary but should demonstrate a basic understanding of the concepts.

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.



PRINCIPLES OF MARKETING, 2017

Participant: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

I.D. Number: _____

**INSTRUCTIONAL AREA
Economics**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the principles of supply and demand?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe the functions of prices in markets?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the concept of competition?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Identify factors affecting a business's profit?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						