

Food Marketing Individual Series Event

Performance Indicators

Performance Indicators 2007-2008 DECA Competitive Events

Performance Indicators for this competitive event are used to define the parameters of the written exam, role-plays, case studies and other activities that are part of the overall competition.

This list was compiled by MarkED and represents its preliminary efforts to support all DECA competitive events within the overall framework of the National Marketing Education Standards. Individual indicators are based on a review of prior MarkED research and on extensive review of available online and print literature—both from industry and education. Over the next year, MarkED will refine the list, edit, and evaluate individual indicators and validate the entire list with the national business community.

For additional information on these Performance Indicators, the National Curriculum Framework, or the National Marketing Education Standards, please visit the MarkED web site at www.Mark-ED.org. Questions may be e-mailed to betho@mark-ed.com.

Instructional Area**BUSINESS LAW****Performance Element**

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

Performance Indicators

Describe legal issues affecting businesses
Describe the nature of legally binding contracts

Performance Element

Adhere to commerce laws and regulations to establish and continue business operations.

Performance Indicators

Explain types of business ownership

Performance Element

Additional specialized performance indicators

Performance Indicators

Discuss the role of government agencies in the food marketing industry
Explain bio-terrorism regulations in the food marketing industry
Discuss food safety laws and regulations
Explain the nature of health and sanitation laws affecting food marketing
Describe country of origin labeling requirements

Instructional Area**COMMUNICATION SKILLS****Performance Element**

Read to acquire meaning from written material and to apply the information to a task.

Performance Indicators

Identify sources that provide relevant, valid written material
Extract relevant information from written materials
Apply written directions to achieve tasks
Analyze company resources to ascertain policies and procedures

Performance Element

Apply verbal skills to obtain and convey information.

Performance Indicators

Explain the nature of effective verbal communications
Ask relevant questions
Apply active listening skills
Interpret others' nonverbal cues
Provide legitimate responses to inquiries
Defend ideas objectively
Handle telephone calls in a businesslike manner
Participate in group discussions
Make oral presentations

Performance Element**Write effectively to convey information.****Performance Indicators**

Explain the nature of effective written communications
 Write business letters
 Write informational messages
 Write inquiries
 Write persuasive messages
 Prepare simple written reports

Performance Element**Communicate with staff to clarify workplace objectives.****Performance Indicators**

Follow directions
 Explain the nature of staff communication
 Participate in a staff meeting

Performance Element**Additional specialized performance indicators****Performance Indicators**

Handle customer inquiries
 Give directions to other locations
 Identify location of stock within a retail food marketing business for customers

Instructional Area**ECONOMICS****Performance Element****Acquire an understanding of fundamental economic concepts to obtain a foundation for employment in business.****Performance Indicators**

Distinguish between economic goods and services
 Explain the concept of economic resources
 Describe the concepts of economic scarcity and economic activities
 Determine economic utilities created by business activities
 Explain the principles of supply and demand
 Describe the concept of price

Performance Element**Recognize the nature of business to understand its contributions to society.****Performance Indicators**

Explain the role of business in society
 Describe types of business activities

Performance Element**Differentiate among economic systems to understand the environments in which businesses function.****Performance Indicators**

Explain the types of economic systems
 Determine the relationship between government and business
 Describe the nature of taxes
 Explain the concept of private enterprise
 Identify factors affecting a business's profit
 Determine factors affecting business risk
 Explain the concept of competition
 Describe businesses' market structures

Performance Element	Analyze cost/profit relationships to guide business decision-making.
Performance Indicators	<p>Explain the concept of productivity</p> <p>Analyze impact of specialization/division of labor on productivity</p> <p>Explain the concept of organized labor and business</p> <p>Explain the impact of the law of diminishing returns</p>
Performance Element	Identify economic indicators to measure economic trends and conditions.
Performance Indicators	<p>Explain measures used to analyze economic conditions</p> <p>Describe the concept of price stability as an economic measure</p> <p>Discuss the measure of consumer spending as an economic indicator</p> <p>Discuss the impact of a nation's unemployment rates</p> <p>Describe the economic impact of inflation on business.</p> <p>Explain the economic impact of interest-rate fluctuations.</p> <p>Determine the impact of business cycles on business activities</p>
Performance Element	Determine international trade's impact on business decision-making.
Performance Indicators	<p>Explain the nature of international trade</p> <p>Discuss the impact of cultural and social environments on world trade</p>
Performance Element	Additional specialized performance indicators
Performance Indicators	<p>Describe the nature and scope of international food marketing</p> <p>Explain the effect of international trade on the food marketing industry</p> <p>Describe the economic effects of technology on the food marketing industry</p>
Instructional Area	EMOTIONAL INTELLIGENCE
Performance Element	Develop awareness of personal feelings and their impact on others to foster self-understanding.
Performance Indicators	<p>Describe the nature of emotional intelligence</p> <p>Explain the concept of self-esteem</p> <p>Recognize personal biases and stereotypes</p> <p>Assess personal strengths and weaknesses</p>
Performance Element	Exhibit techniques to manage emotional reactions to people and situations.
Performance Indicators	<p>Identify desirable personality traits important to business</p> <p>Maintain positive attitude</p> <p>Demonstrate interest and enthusiasm</p> <p>Demonstrate responsible behavior</p> <p>Demonstrate honesty and integrity</p> <p>Exhibit self-confidence</p>

Performance Indicators

Demonstrate ethical work habits
 Demonstrate initiative
 Demonstrate self-control
 Explain the use of feedback for personal growth
 Adjust to change
 Lead change
 Demonstrate adaptability
 Develop an achievement orientation
 Explain the nature of stress management

Performance Element

Understand others' feelings, needs, and concerns to enhance interpersonal relations.

Performance Indicators

Respect the privacy of others
 Show empathy for others
 Explain the nature of positive customer/client relations
 Demonstrate a customer-service mindset
 Develop cultural sensitivity
 Explain the impact of political relationships within an organization

Performance Element

Manage internal and external business relationships to foster positive interactions.

Performance Indicators

Explain the nature of effective communications
 Treat others fairly at work
 Use appropriate assertiveness
 Foster positive working relationships
 Explain the concept of leadership
 Participate as a team member
 Use consensus-building skills
 Persuade others
 Explain ethical considerations in providing information
 Reinforce service orientation through communication
 Respond to customer inquiries
 Use conflict-resolution skills
 Handle difficult customers
 Interpret business policies to customers/clients
 Handle customer/client complaints

Instructional Area**FINANCIAL ANALYSIS****Performance Element**

Acquire an understanding of the fundamental principles of money needed to make financial exchanges.

Performance Indicators

Explain the nature and scope of financing
 Explain forms of financial exchange (cash, credit, debit, electronic fund transfer, etc.)
 Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)
 Describe functions of money (medium of exchange, unit of measure, store of value)

Performance Indicators

Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)
 Explain the time value of money
 Explain the purposes and importance of credit
 Explain legal responsibilities associated with financial exchanges

Performance Element

Analyze financial needs and goals to determine financial requirements.

Performance Indicators

Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.)
 Set financial goals
 Develop personal budget
 Determine profitability of business services

Performance Element

Manage personal finances to achieve financial goals.

Performance Indicators

Explain the nature of tax liabilities
 Interpret a pay stub
 Maintain financial records
 Read and reconcile bank statements
 Demonstrate the wise use of credit
 Validate credit history
 Protect against identity theft
 Prepare personal income tax forms

Performance Element

Acquire foundational knowledge of financial-services providers to understand their role in financial-goal achievement.

Performance Indicators

Describe types of financial-services providers
 Discuss considerations in selecting a financial-services provider

Performance Element

Understand the need for investing to ensure financial well being.

Performance Indicators

Explain types of investments
 Establish investment goals and objectives

Performance Element

Understand potential business threats and opportunities to protect a business's financial well being.

Performance Indicators

Describe the concept of insurance

Performance Element	Understand accounting's role and function in business to track money flow and to determine financial status.
Performance Indicators	<p>Explain the concept of accounting</p> <p>Explain the need for accounting standards (GAAP)</p> <p>Prepare invoices</p> <p>Maintain petty cash records</p> <p>Maintain daily financial transactions</p> <p>Record and report sales tax</p> <p>Describe the nature of cash flow statements</p> <p>Explain the nature of balance sheets</p> <p>Describe the nature of profit-and-loss statements</p>
Performance Element	Manage financial resources to ensure solvency.
Performance Indicators	Describe the nature of budgets
Performance Element	Additional specialized performance indicators
Performance Indicators	<p>Complete bank deposits/records</p> <p>Describe the impact of exchange rates on international food distribution</p>
Instructional Area	HUMAN RESOURCE MANAGEMENT
Performance Element	Lead staff growth and development to increase productivity and employee satisfaction.
Performance Indicators	Orient new employees
Instructional Area	INFORMATION MANAGEMENT
Performance Element	Maintain business records to facilitate business operations.
Performance Indicators	<p>Describe the nature of business records</p> <p>Maintain customer records</p>
Performance Element	Utilize information-technology tools to manage and perform work responsibilities.
Performance Indicators	<p>Identify ways that technology impacts business</p> <p>Demonstrate basic e-mail functions</p> <p>Demonstrate personal information management/productivity applications</p> <p>Demonstrate basic web-search skills</p> <p>Demonstrate basic word processing skills</p> <p>Demonstrate basic presentation applications</p>

Performance Indicators

Demonstrate basic database applications
 Demonstrate basic spreadsheet applications
 Demonstrate collaborative/groupware applications

Performance Element

Acquire information to guide business decision-making.

Performance Indicators

Describe current business trends
 Monitor internal records for business information
 Conduct an environmental scan to obtain business information

Performance Element

Additional specialized performance indicators

Performance Indicators

Identify issues and trends in retailing
 Identify reasons for changes occurring in retailing
 Analyze the impact of technology on retailing
 Explain issues and trends in the food marketing industry
 Describe information networks used in the food marketing industry
 Explain ways that technology impacts food marketing

Instructional Area**MARKETING****Performance Element**

Acquire an understanding of marketing's role and function in business to facilitate economic exchanges with customers.

Performance Indicators

Explain marketing and its importance in a global economy
 Describe marketing functions and related activities

Performance Element

Additional specialized performance indicators

Performance Indicators

Distinguish between merchandising and marketing
 Explain the importance of merchandising to retailers and to e-tailers
 Explain the concept of merchandising

Instructional Area**OPERATIONS****Performance Element**

Acquire knowledge of health and safety regulations needed to support a safe work environment.

Performance Indicators

Describe health and safety regulations in business
 Report noncompliance with business health and safety regulations

Performance Element

Evaluate safety issues needed to protect employees.

Performance Indicators

Follow instructions for use of equipment, tools, and machinery
 Follow safety precautions
 Maintain a safe work environment
 Explain procedures for handling accidents
 Handle and report emergency situations

Performance Element	Analyze security issues to protect employees and to minimize loss.
Performance Indicators	Explain routine security precautions
Performance Element	Analyze purchasing activities implemented to obtain business supplies and equipment.
Performance Indicators	Explain the nature and scope of purchasing Place orders/reorders
Performance Element	Acquire an understanding of production's role and function in business to recognize its need in an organization.
Performance Indicators	Explain the concept of production Describe production activities
Performance Element	Utilize business systems to expedite workflow and enhance a business's image.
Performance Indicators	Describe crucial elements of a quality culture
Performance Element	Implement organizational skills to improve efficiency and workflow.
Performance Indicators	Use time-management principles Develop project plan Manage projects
Performance Element	Implement expense-control strategies to enhance a business's financial well being.
Performance Indicators	Explain the nature of overhead/operating costs Explain employee's role in expense control
Performance Element	Perform activities to facilitate ongoing business operations.
Performance Indicators	Maintain inventory of supplies Identify resources needed for project Identify routine activities for maintaining business facilities and equipment

Performance Element**Additional specialized performance indicators****Performance Indicators**

Write purchase orders
 Negotiate terms with vendors
 Follow up orders
 Describe loss prevention issues in food marketing
 Troubleshoot food-stamp scams
 Explain the causes and problems of food contamination
 Identify food that can pose health hazards in retail food marketing businesses
 Discuss the relationship between personal hygiene and product safety/sanitation
 Describe food security preventive measures
 Explain the relationship between product storage/display and product safety
 Explain types of accidents in retail food marketing businesses
 Explain security considerations in retail food marketing businesses
 Open/close business facility
 Monitor and maintain food-holding temperatures
 Verify customer's identification when providing age-restricted products
 Explain the nature of the buying process
 Determine what to buy
 Determine quantities to buy
 Determine when to buy

Instructional Area**PROFESSIONAL DEVELOPMENT****Performance Element****Acquire self-development skills to enhance relationships and improve efficiency in the work environment.****Performance Indicators**

Maintain appropriate personal appearance
 Demonstrate orderly and systematic behavior
 Determine vision
 Set personal goals
 Make decisions
 Demonstrate problem-solving skills
 Demonstrate negotiation skills
 Demonstrate appropriate creativity

Performance Element**Participate in career-planning to enhance job-success potential.****Performance Indicators**

Assess personal interests and skills needed for success in business
 Analyze employer expectations in the business environment
 Explain the rights of workers
 Identify sources of career information
 Identify tentative occupational interest
 Explain employment opportunities in business

Performance Element

Implement job-seeking skills to obtain employment.

Performance Indicators

Utilize job-search strategies
 Complete a job application
 Interview for a job
 Write a follow-up letter after job interviews
 Write a letter of application
 Prepare a resume

Performance Element

Utilize career-advancement activities to enhance professional development.

Performance Indicators

Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
 Explain the need for ongoing education as a worker
 Explain possible advancement patterns for jobs
 Identify skills needed to enhance career progression
 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors)
 Use networking techniques for professional growth

Performance Element

Additional specialized performance indicators

Performance Indicators

Explain the role and responsibilities of retail merchandisers
 Identify merchandising activities
 Explain the nature of the merchandising cycle
 Describe classifications of retailers
 Explain the growth of non-store retailing
 Discuss the use of catalogs in non-store retailing
 Describe types of businesses in the food-marketing industry
 Identify types of retail food marketing businesses
 Explain the types of departments found in retail food marketing businesses
 Describe career opportunities in food marketing

Instructional Area**STRATEGIC MANAGEMENT****Performance Element**

Recognize management's role to understand its contribution to business success.

Performance Indicators

Explain the concept of management

Performance Element

Control an organization's/department's activities to encourage growth and development.

Performance Indicators

Describe the nature of managerial control (control process, types of control, what is controlled)

Instructional Area**DISTRIBUTION****Performance Element**

Acquire foundational knowledge of distribution to understand its role in marketing.

Performance Indicators

Explain the nature and scope of distribution
 Explain the relationship between customer service and distribution
 Explain the nature of channels of distribution
 Describe the use of technology in the distribution function
 Explain legal considerations in distribution
 Describe ethical considerations in distribution

Performance Element

Manage distribution activities to minimize costs and to determine distribution strategies.

Performance Indicators

Coordinate distribution with other marketing activities
 Explain the nature of channel-member relationships

Performance Element**Additional specialized performance indicators****Performance Indicators**

Explain distribution issues and trends
 Explain the relationship between customer service and distribution
 Use an information system for order fulfillment
 Explain the receiving process
 Explain stock-handling techniques used in receiving deliveries
 Process incoming merchandise
 Resolve problems with incoming shipments
 Process returned/damaged product
 Route stock to sales floor
 Store merchandise
 Fulfill orders
 Select best shipping method
 Maintain inventory levels
 Complete inventory counts
 Monitor merchandise classification system
 Describe inventory control systems
 Explain types of unit inventory-control systems
 Determine inventory shrinkage
 Maintain inventory-control systems
 Explain the food distribution system
 Explain the location of department and products in a retail food marketing business
 Explain the roles and functions of intermediaries in the food marketing industry
 Stock shelves
 Rotate products
 Attach price markers
 Package food products
 Describe the impact of technology on the receiving function
 Explain product identification techniques (EPC global, RFID, etc.)
 Discuss the services provided by food brokerage firms
 Discuss shipping methods used with food products
 Explain the role of distribution centers
 Describe trends in inbound logistics in the food marketing industry

Performance Indicators

Discuss the impact of transportation deregulation on the food marketing industry
 Explain outbound operations
 Process orders
 Discuss the role of wholesaling in the food distribution process
 Explain trends and regulations affecting wholesale food marketing
 Describe components of warehouse management systems
 Explain the storage process in warehouse operations
 Explain current warehousing trends
 Explain the structuring of warehouse operations
 Describe the order selection process in warehouse operations
 Discuss considerations in warehousing products for food marketing businesses

Instructional Area**MARKETING-INFORMATION MANAGEMENT****Performance Element**

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

Performance Indicators

Describe the need for marketing information
 Explain the nature and scope of the marketing-information management function
 Explain the role of ethics in marketing-information management
 Describe the use of technology in the marketing-information management function

Performance Element

Collect marketing information to ensure accuracy and adequacy of data for decision-making.

Performance Indicators

Identify information monitored for marketing decision making
 Collect marketing information from others
 Explain the nature of marketing research in a marketing-information management system

Performance Element

Process marketing information to test hypotheses and/or to resolve issues.

Performance Indicators

Describe techniques for processing marketing information
 Explain the use of databases in organizing marketing data
 Interpret descriptive statistics for marketing decision making

Performance Element

Employ marketing information to plan marketing activities.

Performance Indicators

Explain the concept of marketing strategies
 Explain the concept of market and market identification
 Explain the nature of marketing planning
 Explain the nature of marketing plans
 Explain the role of situational analysis in the marketing-planning process
 Explain the nature of sales forecasts

Performance Element	Additional specialized performance indicators
Performance Indicators	Determine customer demand for merchandise Describe factors affecting consumer choice of a retail food marketing business
Instructional Area	PRICING
Performance Element	Develop a foundational knowledge of pricing to understand its role in marketing.
Performance Indicators	Explain the nature and scope of the pricing function Describe the role of business ethics in pricing Explain the use of technology in the pricing function Explain legal considerations for pricing
Performance Element	Employ pricing strategies to determine prices.
Performance Indicators	Explain factors affecting pricing decisions
Performance Element	Additional specialized performance indicators
Performance Indicators	Explain the effect of pricing on seasonal promotional activities Describe the impact of loss leader pricing on promotional activities
Instructional Area	PRODUCT/SERVICE MANAGEMENT
Performance Element	Acquire a foundational knowledge of product/service management to understand its nature and scope.
Performance Indicators	Explain the nature and scope of the product/service management function Identify the impact of product life cycles on marketing decisions Describe the use of technology in the product/service management function Explain business ethics in product/service management
Performance Element	Generate product ideas to contribute to ongoing business success.
Performance Indicators	Identify product opportunities Identify methods/techniques to generate a product idea
Performance Element	Develop an understanding of quality assurances to enhance product/service knowledge.
Performance Indicators	Describe the uses of grades and standards in marketing Explain warranties and guarantees Identify consumer protection provisions of appropriate agencies

Performance Element	Employ product-mix strategies to meet customer expectations.
Performance Indicators	Explain the concept of product mix Describe the nature of product bundling
Performance Element	Position products/services to acquire desired business image.
Performance Indicators	Describe factors used by marketers to position products/businesses Explain the nature of branding
Performance Element	Additional specialized performance indicators
Performance Indicators	Calculate open-to-buy Explain the nature of merchandise plans (budgets) Plan stock Plan reductions Plan purchases Compare and contrast buying from domestic sources with that of foreign sources Determine final cost of purchases from domestic and international sources Explain the effect of pricing on seasonal promotional activities Describe the impact of loss leader pricing on promotional activities Discuss product categories and classifications of products in food marketing departments Explain product code dating Describe customer services provided in retail food marketing businesses Discuss technological services provided in the food marketing industry Maintain product quality Identify standards for purchasing fresh food items Explain the nature of category management
Instructional Area	PROMOTION
Performance Element	Acquire a foundational knowledge of promotion to understand its nature and scope.
Performance Indicators	Explain the role of promotion as a marketing function Explain the types of promotion Identify the elements of the promotional mix Describe the use of business ethics in promotion Describe the use of technology in the promotion function Describe the regulation of promotion
Performance Element	Advertise to communicate promotional messages to targeted audiences.
Performance Indicators	Explain the types of advertising media Explain components of advertisements Explain the nature of direct advertising strategies Describe considerations in using databases in advertising

Performance Element

Manage promotional activities to maximize return on promotional efforts.

Performance Indicators

Explain the nature of a promotional plan
Coordinate activities in the promotional mix

Performance Element

Additional specialized performance indicators

Performance Indicators

Plan special events
Prepare store/department for special event
Explain the use of visual merchandising in retailing
Explain types of display arrangements
Maintain displays
Dismantle/store displays/display fixtures/forms
Create promotional signs
Select and use display fixtures/forms
Set up point-of-sale displays and handouts
Create displays
Describe the maintenance considerations for displays
Plan/schedule displays/themes with management
Explain promotional methods in food marketing
Prepare produce displays
Build food-marketing displays

Instructional Area**SELLING****Performance Element**

Acquire a foundational knowledge of selling to understand its nature and scope.

Performance Indicators

Explain the nature and scope of the selling function
Explain the role of customer service as a component of selling relationships
Explain key factors in building a clientele
Explain company selling policies
Explain business ethics in selling
Describe the use of technology in the selling function
Describe the nature of selling regulations

Performance Element

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Performance Indicators

Acquire product information for use in selling
Analyze product information to identify product features and benefits

Performance Element

Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Performance Indicators

Explain the selling process

Performance Element**Performance Indicators****Additional specialized performance indicators**

Explain the use of brand names in selling
Establish relationship with client/customer
Determine customer/client needs
Convert customer/client objections into selling points
Recommend specific product
Close the sale
Demonstrate suggestion selling
Calculate miscellaneous charges
Process sales transactions
Accept checks from customers
Operate register/terminal
Prepare cash drawers/banks
Open/close register/terminal
Arrange delivery of purchases
Process special orders
Sell gift certificates
Process telephone orders
Process returns/exchanges
Process sales documentation
Perform electronic benefit transfers (EBTs)
Process coupons
Bag merchandise
Explain information provided on shelf tags
Scan prices
Identify produce for customers
Explain basic food preparation methods
Identify ingredients in food items
Identify major retail cuts of meat
Recommend quantities and cuts of meat to customers
Weigh and price food items