

# **FOOD MARKETING SERIES EVENT**

## **INSTRUCTIONAL AREA**

### **Customer Relations**

#### **PERFORMANCE INDICATORS**

1. Explain the importance of company involvement in community activities.
2. Handle customer/client complaints.
3. Explain the nature of positive customer relations.
4. Respond to customer inquiries.
5. Analyze company resources to ascertain policies and procedures.

**DESCRIPTION:** Knowledge of business support of charities

## **INSTRUCTIONAL AREA**

### **Professional Development**

#### **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.

**DESCRIPTION:** Knowledge of problem solving strategies