



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

SPORTS AND ENTERTAINMENT MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Identify product's/service's competitive advantage.
2. Describe the use of technology as a marketing function.
3. Identify communication channels used in sales promotion.
4. Explain the nature of a promotional plan.
5. Coordinate activities in the promotional mix.



CASE STUDY SITUATION

ALADDIN MUSIC SYSTEM launched the first *Music Legend* music video game three years ago. The game is a “Battle of the Bands” type game, with players being the members of a band. Using the 100 songs on-disc and online, players demonstrate their skills by playing the miniature bass guitars and plastic drum sticks included with the game system. *Music Legend* has been a phenomenal success for ALADDIN MUSIC SYSTEM and the game has been reported as being “genre defining.”

ALADDIN MUSIC SYSTEM is now ready to launch *Music Legend 2*. While the style of play is the same, a small keyboard has been added and the new game system is fully compatible with hundreds of downloadable songs. Fans of the game are anxiously awaiting the arrival of *Music Legend 2*. The CEO would like the launch of *Music Legend 2* to be special. The CEO thinks a partnership with television networks and other companies appropriate to the game would be significant in the launch of *Music Legend 2*.

YOUR CHALLENGE

As the promotional experts that helped launch the original *Music Legend*, the CEO would like your recommendations for which television networks would be significant for the launch of *Music Legend 2* and which other companies you feel would be appropriate to help launch the game. The CEO would also like to hear your ideas for:

- a promotion that would utilize all partnerships
- identifying appropriate communication channels to utilize in promoting the new game
- coordinating the elements in the advertising campaign
- using technology to promote the new game
- targeting current owners of the original *Music Legend* game

You will make your recommendations to the CEO in one hour.

JUDGE'S EVALUATION FORM
SPORTS AND ENTERTAINMENT MARKETING
SAMPLE

PERFORMANCE INDICATORS

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
DID THE PARTICIPANT:					
1. Identify product's/service's competitive advantage?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
2. Describe the use of technology as a marketing function?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
3. Identify communication channels used in sales promotion?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
4. Explain the nature of a promotional plan?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
5. Coordinate activities in the promotional mix?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____

PRESENTATION

Consider participation by both team members

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
6. Clarity of expression	5	4	3-2	1-0	_____
7. Organization of ideas	5	4	3-2	1-0	_____
8. Showed evidence of mature judgment	5	4	3-2	1-0	_____
9. Overall performance: Appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions.	10-9	8-7-6	5-4-3	2-1-0	_____

TOTAL SCORE _____