



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Channel Management

SPORTS AND ENTERTAINMENT 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. Coordinate channel management with other marketing activities.
2. Explain the nature of channel-member relationships.
3. Explain the nature of channels of distribution.
4. Explain how organizations adapt to today's markets.
5. Identify factors affecting a business's profit.



EVENT SITUATION

You are to assume the role of marketing director for the MOVIE THEATER OWNERS ASSOCIATION OF AMERICA (MTAA). The president of MTAA's board of director's (judge) has asked you to develop a plan for wait time between theatrical release and DVD release that will satisfy both movie theater owners and audiences.

Movie theater owners and operators are outraged that the biggest movie blockbuster of the summer will be released on DVD in October, only 3 short months since its theatrical release. Movie theater owners fear quick turn around time from theater to DVD will lower ticket sales, as some fans will choose to wait for the DVD, rather than go to the movie theater. Owners of second-run movie theaters feel the move to a 3-month wait time could dissolve all second-run movie ticket sales.

When DVDs first became mainstream, the typical wait time between theatrical release and DVD release was 6 months to a year. This timeframe shrank in the late 1990s when it shifted to a 4-month wait time. Now movie theater owners are worried that this timeframe is shrinking as well, and a 3-month wait time will become the new status quo.

The members of MTAA have expressed their concern to the board of directors. The board president (judge) has asked you to develop a plan for the wait time between theatrical release and DVD release that will satisfy both movie theater owners and audiences.

You will present your plan to the board president (judge) in a role-play to take place in the president's (judge's) office. The board president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and have answered the board president's (judge's) questions, the board 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 the Board of Directors for the MOVIE THEATER OWNERS ASSOCIATION OF AMERICA (MTAA). You have asked the MTAA marketing director (participant) to develop a plan for wait time between theatrical release and DVD release that will satisfy both movie theater owners and audiences.

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The members of MTAA have expressed their concern to you. You have asked the marketing director (participant) to develop a plan for the wait time between theatrical release and DVD release that will satisfy both movie theater owners and audiences.

The marketing director (participant) will present the plan 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 his/her ideas.

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

1. Who do the Hollywood movie studio executives side with, the MTAA or the audiences?
2. With home theaters becoming more elaborate, what makes movie theaters special?
3. How long before your plan will need to be revised? Do you see it still being effective in five years?

Once the marketing director (participant) has presented the plan 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
SEM
SAMPLE EVENT

DID THE PARTICIPANT:

1. Coordinate channel management with other marketing activities?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at coordinating channel management with other marketing activities were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately coordinated channel management with other marketing activities.

Meets Expectations

12, 13, 14, 15

Effectively coordinated channel management with other marketing activities.

Exceeds Expectations

16, 17, 18

Very effectively coordinated channel management with other marketing activities.

2. 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 inadequate or 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.

3. Explain the nature of channels of distribution?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the nature of channels of distribution were weak or incorrect.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature of channels of distribution.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature of channels of distribution.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature of channels of distribution.

4. Explain how organizations adapt to today's markets?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining how organizations adapt to today's markets were inadequate or unclear.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained how organizations adapt to today's markets.

Meets Expectations

12, 13, 14, 15

Effectively explained how organizations adapt to today's markets.

Exceeds Expectations

16, 17, 18

Very effectively explained how organizations adapt to today's markets.

5. Identify factors affecting a business's profit?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to identify factors affecting a business's profit were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately identified factors affecting a business's profit.

Meets Expectations

12, 13, 14, 15

Effectively identified factors affecting a business's profit.

Exceeds Expectations

16, 17, 18

Very effectively identified factors affecting a business's profit.

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

Little/No Value

0, 1

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

Below Expectations

2, 3, 4

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

Meets Expectations

5, 6, 7

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

Exceeds Expectations

8, 9, 10

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

Judge's Initials _____

TOTAL SCORE _____