



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Selling / Promotion

**SPORTS AND ENTERTAINMENT MARKETING  
TEAM DECISION MAKING 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 30 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), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

**SPECIFIC PERFORMANCE INDICATORS**

- Explain the nature and scope of the selling function.
- Explain key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.
- Explain the concept of market and market identification.
- Describe the use of technology in the promotion function.
- Identify communications channels used in sales promotion.
- Coordinate activities in the promotional mix.



## CASE STUDY SITUATION

You are to assume the position of marketing managers for the MIDWEST BULLDOGS, a small market professional football team in the National Football League. The owner of the team (judge) has asked you to develop a ticket sales strategy and implementation plan to avoid blackouts of televised games.

Located in a city of 450,000 people, the MIDWEST BULLDOGS is a small market team, with a large market bite. In the past several seasons, the MIDWEST BULLDOGS have gone from a poor 3-13 record to a much better 9-7 record this past season. The MIDWEST BULLDOGS picked up a wildly popular and talented wide receiver this season, which the national media has covered. While last season brought more victories to the Midwestern team, the excitement did not translate into more ticket sales.

The National Football League regulations state that a football game is not aired in the home market if the stadium does not sell out of tickets 72 hours in advance of the game. The National Football League calls this a “blackout.” Even with the excitement of a better record, the MIDWEST BULLDOGS had four of their home games blacked out last season. The Bulldog Stadium seats 70,000 fans, which is an average sized stadium in the National Football League. Currently single tickets range in price from \$32-\$85 and season tickets range from \$400-\$800. Many feel the steep price of tickets along with a slumping economy has caused ticket sales to be so poor. More and more fans are choosing to watch the MIDWEST BULLDOGS games in their homes, but will not be able to if the games are blacked out.

The owner of the MIDWEST BULLDOGS (judge) has asked your team to devise a ticket sales strategy and implementation plan that will ensure the stadium to sell out and the game to be televised in the local market.

You will present the ticket sales strategy and implementation plan to the team owner (judge) in a meeting to take place in the owner’s (judge’s) office. The team owner (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented the strategy and plan and have answered the team owner’s (judge’s) questions, the owner (judge) will conclude the meeting by thanking you for your work.

## JUDGE'S INSTRUCTIONS

You are to assume the role of team owner of the MIDWEST BULLDOGS, a small market professional football team in the National Football League. You have asked your marketing managers (participant team) to develop a ticket sales strategy and implementation plan to avoid blackouts of televised games.

Located in a city of 450,000 people, the MIDWEST BULLDOGS is a small market team, with a large market bite. In the past several seasons, the MIDWEST BULLDOGS have gone from a poor 3-13 record to a much better 9-7 record this past season. The MIDWEST BULLDOGS picked up a wildly popular and talented wide receiver this season, which the national media has covered. While last season brought more victories to the Midwestern team, the excitement did not translate into more ticket sales.

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You have asked your marketing managers (participant team) to devise a ticket sales strategy and implementation plan that will ensure the stadium to sell out and the game to be televised in the local market.

The marketing managers (participant team) will present the ticket sales strategy and implementation plan to you in a meeting to take place in your office. You will begin the meeting by greeting the marketing managers (participant team) and asking to hear about their ideas.

After the marketing managers (participant team) have presented the strategy and plan you are to ask the following questions of each participant team:

1. Will this new strategy be effective if the team has a losing season?
2. How does a sold out game benefit the community?

Once the marketing managers (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

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

## **JUDGING THE PRESENTATION**

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

*We thank you for your help.*

**JUDGE'S EVALUATION FORM**  
**STDM**  
**SAMPLE EVENT**

<b>PERFORMANCE INDICATORS</b>	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Explain the nature and scope of the selling function?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>2. Explain key factors in building a clientele?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>3. Discuss motivational theories that impact buying behavior?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>4. Explain the concept of market and market identification?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>5. Describe the use of technology in the promotion function?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>6. Identify communications channels used in sales promotion?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>7. Coordinate activities in the promotional mix?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>PRESENTATION</b>					
<b>8. Clarity of expression</b>	6-5	4	3-2	1-0	_____
<b>9. Organization of ideas</b>	6-5	4	3-2	1-0	_____
<b>10. Showed evidence of mature judgment</b>	6-5	4	3-2	1-0	_____
<b>11. Effective participation of both team members</b>	6-5	4	3-2	1-0	_____
<b>12. Overall impression and responses to the judge's questions</b>	6-5	4	3-2	1-0	_____
					<b>TOTAL SCORE</b> _____