



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Market Planning

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 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).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the nature of marketing plans.
2. Explain the concept of marketing strategies.
3. Explain the concept of market and market identification.
4. Communicate core values of product/service.
5. Identify communications channels used in sales promotion.

EVENT SITUATION

You are to assume the role of director of marketing for FEEL GOOD, a chain of fitness centers across the nation. The president of the company (judge) has asked you to develop a marketing plan that will bring in new members during the off-peak months of July through September.

FEEL GOOD has over 2,000 locations across the nation. Each location offers members a wide variety of exercise and cardiovascular equipment, personal trainers and classes led by fitness experts. FEEL GOOD also offers a variety of smoothies, juices and protein bars at snack counters located inside each center.

The busiest season at each FEEL GOOD location is the start of the new year. Many people choose to make new year's resolutions that include living a healthier lifestyle. Memberships during the months of January and February almost double the number of new memberships in the other months combined. The months with the lowest number of new memberships is also identical in every FEEL GOOD location. July, August and September prove to be poor months for beginning a new fitness regimen.

The president of FEEL GOOD (judge) has asked you to develop a marketing plan that will increase new memberships in the months of July through September. The president (judge) thinks one approach is to communicate the feelings of determination and starting fresh that arise in January to potential customers. The president (judge) wants you to develop other considerations in your marketing plan to encourage membership in the low enrollment months.

The president (judge) wants you to include specific marketing strategies, primary and secondary target markets and communications channels in your marketing plan.

You will present your plan to the president (judge) in a role-play to take place in the president's (judge's) office. The 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 president's (judge's) questions, the 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. 21st Century Skills and 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 FEEL GOOD, a chain of fitness centers across the nation. You have asked the director of marketing (participant) to develop a marketing plan that will bring in new members during the off-peak months of July through September.

FEEL GOOD has over 2,000 locations across the nation. Each location offers members a wide variety of exercise and cardiovascular equipment, personal trainers and classes led by fitness experts. FEEL GOOD also offers a variety of smoothies, juices and protein bars at snack counters located inside each center.

The busiest season at each FEEL GOOD location is the start of the new year. Many people choose to make new year's resolutions that include living a healthier lifestyle. Memberships during the months of January and February almost double the number of new memberships in the other months combined. The months with the lowest number of new memberships is also identical in every FEEL GOOD location. July, August and September prove to be poor months for beginning a new fitness regiment.

You have asked the director of marketing (participant) to develop a marketing plan that will increase new memberships in the months of July through September. You think one approach is to communicate the feelings of determination and starting fresh that arise in January to potential customers. You want the director of marketing (participant) to develop other strategies in your marketing plan to encourage membership in the low enrollment months.

You want the director of marketing (participant) to include specific marketing strategies, primary and secondary target markets and communications channels in the marketing plan.

The director of marketing (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 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. What was the rationale for choosing this particular target market?
2. How do we prepare each location to participate in this new marketing campaign?
3. How will we measure the effectiveness of the marketing campaign?

Once the director of marketing (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the director of marketing (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.



SPORTS AND ENTERTAINMENT MARKETING SERIES, 2019

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE

INSTRUCTIONAL AREA
Market Planning

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						