



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Economics

**SPORTS AND ENTERTAINMENT MARKETING
TEAM DECISION MAKING EVENT**

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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.

21st CENTURY SKILLS

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

PERFORMANCE INDICATORS

- Explain the principles of supply and demand.
- Explain the nature of business ethics.
- Determine factors affecting business risk.
- Describe the functions of prices in markets.
- Explain factors affecting pricing decisions.
- Describe the nature of product bundling.
- Discuss motivational theories that impact buying behavior.

CASE STUDY SITUATION

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You are to assume the roles of the director of sales and the director of membership at YOUNG CENTER FOR THE PERFORMING ARTS, a performing arts venue located in a city of 700,000 people. The executive director of the venue (judge) has asked you to redesign the membership program in preparation for next season's exciting showcase.

YOUNG CENTER permanently houses the city's opera, symphony orchestra and the ballet. In addition, several times during the season, traveling musicians, musicals, plays and other special events are hosted by the venue.

YOUNG CENTER offers a membership program for arts-focused community members that often attend performances at the venue and would like perks. Memberships are valid for one calendar year from the time of purchase. The following is a breakdown of the three membership tiers, price and perks:

Basic Membership: Includes a behind-the-scenes tour of the venue, access to the private members only lounge, and 24-hour pre-sale for all events before ticket sales begin for the general public. Cost: \$150.00

Mid-Level Membership: Includes all basic membership perks, plus two parking garage vouchers, 48-hour pre-sale for all events, name in event programs, and 20% off beverages in the lounges. Cost: \$300.00

Premiere Membership: Includes all basic and mid-level membership perks, plus access to VIP private parking lot, access to open rehearsals, private parties, and 72-hour pre-sale for all events before ticket sales begin for the general public. Cost: \$600.00

Executives at the YOUNG CENTER have received confirmation that the extremely popular Broadway musical, *Founding Fathers*, will be traveling next year and YOUNG CENTER will be one of the stops during the tour. *Founding Fathers* will have eight shows at YOUNG CENTER. *Founding Fathers* is the most popular musical of the year, with tickets selling out in record time.

The executive director (judge) knows that once it is announced that *Founding Fathers* will be performed at YOUNG CENTER, people will be desperate to purchase tickets. The only way to purchase tickets in advance of the general public is to purchase a membership. Currently all three membership tiers allow members to purchase tickets in advance.

The executive director (judge) feels that there will be a huge influx of new members once *Founding Fathers* is announced. In anticipation, the executive director (judge) wants you to redesign the membership program. The executive director (judge) wants you to adjust the prices and perks at each membership tier that will best benefit YOUNG CENTER as well as the members.

You will present the membership program to the executive director (judge) in a meeting to take place in the executive director's (judge's) office. The executive director (judge) will begin the

meeting by greeting you and asking to hear your ideas. After you have presented the program and have answered the executive director's (judge's) questions, the executive director (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of executive director at YOUNG CENTER FOR THE PERFORMING ARTS, a performing arts venue located in a city of 700,000 people. You have asked the director of sales and the director of membership (participant team) to redesign the membership program in preparation for next season's exciting showcase.

YOUNG CENTER permanently houses the city's opera, symphony orchestra and the ballet. In addition, several times during the season, traveling musicians, musicals, plays and other special events are hosted by the venue.

YOUNG CENTER offers a membership program for arts-focused community members that often attend performances at the venue and would like perks. Memberships are valid for one calendar year from the time of purchase. The following is a breakdown of the three membership tiers, price and perks:

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Executives at the YOUNG CENTER have received confirmation that the extremely popular Broadway musical, *Founding Fathers*, will be traveling next year and YOUNG CENTER will be one of the stops during the tour. *Founding Fathers* will have eight shows at YOUNG CENTER. *Founding Fathers* is the most popular musical of the year, with tickets selling out in record time.

You know that once it is announced that *Founding Fathers* will be performed at YOUNG CENTER, people will be desperate to purchase tickets. The only way to purchase tickets in advance of the general public is to purchase a membership. Currently all three membership tiers allow members to purchase tickets in advance.

You feel that there will be a huge influx of new members once *Founding Fathers* is announced. In anticipation, you want the director of sales and director of membership (participant team) to redesign the membership program. You want the director of sales and director of membership (participant team) to adjust the prices and perks at each membership tier that will best benefit YOUNG CENTER as well as the members.

The director of sales and director of membership (participant team) will present the new

membership program to you in a meeting to take place in your office. You will begin the meeting by greeting the director of sales and director of membership (participant team) and asking to hear about their ideas.

After the director of sales and director of membership (participant team) have presented their ideas, you are to ask the following questions of each participant team:

1. Explain how your new membership program will be marketable in future seasons if we do not have popular traveling shows like *Founding Fathers*?
2. How can we encourage our newest members to attend other events besides *Founding Fathers*?

Once the director of sales and the director of membership (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.



**SPORTS AND ENTERTAINMENT MARKETING
TEAM DECISION MAKING, 2019**

Participant: _____

Participant: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

I.D. Number: _____

**INSTRUCTIONAL AREA
Economics**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the principles of supply and demand?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of business ethics?	0-1-2-3	4-5-6	7-8	9-10	
3.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe the functions of prices in markets?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain factors affecting pricing decisions?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe the nature of product bundling?	0-1-2-3	4-5-6	7-8	9-10	
7.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						