



# JUDGING INFORMATION PACKET

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## COMPETITIVE EVENTS PROGRAM

### **SPORTS AND ENTERTAINMENT MARKETING**

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



# CASE STUDY EVENTS | TEAMS

## JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

### EVENT OVERVIEW

- The event you have agreed to judge includes one case study situation.
- You have been assigned to judge the case study in one section of this event.
- In your section, you will judge 10-15 participant teams, who are only competing against each other in the preliminary competition. The top performing teams from each section will advance to final competition.
- Each team will have 1 hour to analyze the situation, come up with recommendations, and develop a presentation. Participant teams will then meet with you for a 15-minute presentation.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participants must accomplish during their presentation. The participants are given an additional four performance indicators that are based on 21<sup>st</sup> Century Skills. As a judge, you will evaluate each participant team's presentation according to these specific performance indicators, 21<sup>st</sup> Century Skills, and ability to answer questions..

### YOUR ROLE AS A JUDGE

- Carefully review the case study and evaluation form, understanding your characterization as a judge. At this time you may want to develop questions to ask each team. When it is time for you to begin seeing the participants, they will be brought to your judging table one team at a time.
- When a participant team is brought to your judging table, the 15-minute presentation time will begin immediately after introductions.
- Following the participant team's presentation of their solution to the case study, you may ask clarifying questions related to their presentation. If you developed general questions based on the case study, please ask these same questions to all participant teams for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. Participants are permitted to use reference materials and visual aids.
- Close the interaction with the participant team by thanking them for their work. Please do not provide any feedback to the participant.
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

### TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participant teams throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



2 PARTICIPANTS



1 CASE STUDY



PRESENTATION  
TIME

*Thank you for  
volunteering to evaluate  
our emerging leaders and  
entrepreneurs.*



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Product/Service Management

**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. Develop new-product launch plan.
2. Explain the nature of product/service branding.
3. Identify product's/service's competitive advantage.
4. Leverage product's/service's competitive advantage.
5. Develop strategies to position products/services.



## CASE STUDY SITUATION

You are the vice presidents of marketing for LEGACY EXERCISE EQUIPMENT, a company that manufactures and markets health and fitness products. For over thirty years, LEGACY has produced exercise equipment for consumers to use in at-home gyms. The equipment ranges from resistance training and cardiovascular machines to free weights and benches.

The newest LEGACY product is the elliptical trainer machine. This \$5,000 piece of equipment is almost double the price of other brands, but offers consumers more perks. An integrated strength workout is incorporated into the cardiovascular program and video connectivity is showcased on a 15 inch HD screen. Users are able to track calories, fat, BMI and even weight on the LEGACY elliptical trainer.

Before the initial launch of the elliptical trainer, LEGACY signed a contract with exercise trainer Julie Matthews to be the celebrity endorser for the new product. For \$2 million, Julie Matthews agreed to star in commercials and infomercials for the LEGACY elliptical trainer, showcase the product in her next exercise DVD and encourage the use of the product in all relatable interviews. Executives at LEGACY feel that Julie Matthews commitment to health and fitness and popularity among all ages make her a great fit to be a celebrity endorser for the new elliptical trainer.

Two weeks before the official LEGACY elliptical trainer product launch, authorities questioned Julie Matthews after key staff indicated that she lied about her income on her taxes, and has not been paying into her employees' social security. These allegations have become headline news. Interviews with Julie Matthews' employees are now surfacing claiming she is sneaky and does not take good care of her staff. Julie Matthews has come forward saying that the discrepancies are an honest mistake and it will all be cleared up soon.

## YOUR CHALLENGE

The CEO of LEGACY EXERCISE EQUIPMENT wants you to manage the service provided by Julie Matthews and decide whether or not to keep the celebrity endorsement deal.

The CEO has requested a meeting with your team to hear your decision. The CEO would like your team to manage the service provided by the celebrity endorser and discuss the following:

- Whether or not to keep the Julie Matthews endorsement deal
- Reason/need for decision
- LEGACY'S feelings about the allegations against Julie Matthews
- Launch of LEGACY'S new elliptical trainer
- A short public statement from LEGACY regarding the Julie Matthews partnership

You will discuss your recommendations with the CEO in a meeting to take place in the CEO's office. The CEO may be accompanied by additional executives from the company.



**SPORTS AND ENTERTAINMENT MARKETING,  
2014**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE EVENT**

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:** Product/Service Management

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Develop new-product launch plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of product/service branding?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Leverage product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Develop strategies to position products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						