



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Communication Skills

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. Describe the impact of a person's social media brand on the achievement of organizational objectives.
2. Distinguish between using social media for business and personal purposes.
3. Explain how digital communications exposes business to risk.
4. Enlist others in working toward a shared vision.
5. Analyze the impact of technology on marketing.

EVENT SITUATION

You are to assume the role of director of marketing for CITY UNIVERSITY ATHLETICS, a postsecondary school's athletic program. You have asked to speak with the head coach of the school's gymnastics team (judge) to explain how team members' presence on social media can lead to negative press and a loss of sponsorship.

CITY UNIVERSITY ATHLETICS program has not had great success throughout its 150-year history. While the school has a large number of sports for both males, females and co-eds to participate in, it does not have a large number of winning seasons. All that has changed this year with the success of the women's gymnastic program.

The women's gymnastic program at CITY UNIVERSITY has won multiple competitions this season and has earned a spot in the regional championship. The successful season has earned the team hundreds of new fans, garnered sell-out crowds at recent competitions and caused a boom in enrollment at local children's gymnastics centers. The gymnasts have seen a huge surge in followers on their personal social media accounts as fans become more engaged with the team.

For the first time in the CITY UNIVERSITY gymnastics' history, a corporate sponsor has donated funds for new uniforms for the regional competition. The corporate sponsor is a soft-drink company with ties to the area.

Yesterday it was brought to your attention that several of the gymnastics team members have been posting negative comments on different social media sites, complaining about long practice hours, picking on each other, making negative comments about CITY UNIVERSITY and even posting pictures of themselves drinking soft-drinks that are in direct competition of the corporate sponsor. Upon reviewing the social media sites, you have found that all negative comments and photos are located on the individual team member's personal social media accounts.

You have asked to speak with the head coach of the gymnastics team (judge) to explain how and why the personal social media accounts affect the team and the university. You must explain how loss of sponsorship is possible and give directions on how the matter can be repaired.

You will meet with the head coach (judge) to discuss the situation in a role-play to take place in the coach's (judge's) office. The head coach (judge) will begin the role-play by greeting you and asking to hear your concerns. After you have met with the coach (judge) and have answered the coach's (judge's) questions, the coach (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 head coach of the gymnastics team at CITY UNIVERSITY. The director of marketing for CITY UNIVERSITY'S ATHLETICS (participant) has asked to speak with you to explain how team members' presence on social media can lead to negative press and a loss of sponsorship.

CITY UNIVERSITY ATHLETICS program has not had great success throughout its 150-year history. While the school has a large number of sports for both males, females and co-eds to participate in, it does not have a large number of winning seasons. All that has changed this year with the success of the women's gymnastic program.

The women's gymnastic program at CITY UNIVERSITY has won multiple competitions this season and has earned a spot in the regional championship. The successful season has earned the team hundreds of new fans, garnered sell-out crowds at recent competitions and caused a boom in enrollment at local children's gymnastics centers. The gymnasts have seen a huge surge in followers on their personal social media accounts as fans become more engaged with the team.

For the first time in the CITY UNIVERSITY gymnastics' history, a corporate sponsor has donated funds for new uniforms for the regional competition. The corporate sponsor is a soft-drink company with ties to the area.

Yesterday it was brought to the director of marketing's (participant's) attention that several of the gymnastics team members have been posting negative comments on different social media

sites, complaining about long practice hours, picking on each other, making negative comments about CITY UNIVERSITY and even posting pictures of themselves drinking soft-drinks that are in direct competition of the corporate sponsor. Upon reviewing the social media sites, the director of marketing (participant) has found that all negative comments and photos are located on the individual team member's personal social media accounts.

The director of marketing (participant) has asked to speak with you to explain how and why the personal social media accounts affect the team and the university. The director of marketing (participant) must explain how loss of sponsorship is possible and give directions on how the matter can be repaired.

The director of marketing (participant) will meet with you to discuss the situation 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. Should we be monitoring our athletes' personal social media accounts, and if so, whose responsibility is that?
2. If we ask our athletes to make their personal social media accounts private, do you think we will still have these issues?
3. What measures should taking to prevent this from happening again?

Once the director of marketing (participant) has met with you 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, 2017

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

INSTRUCTIONAL AREA
Communication Skills

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the impact of a person's social media brand on the achievement of organizational objectives?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Distinguish between using social media for business and personal purposes?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain how digital communications exposes business to risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Enlist others in working toward a shared vision?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Analyze the impact of technology on marketing?	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						