



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Pricing

**SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

**21<sup>st</sup> 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 and scope of the pricing function.
2. Explain the use of technology in the pricing function.
3. Explain factors affecting pricing decisions.
4. Identify product's/service's competitive advantage.
5. Explain the concept of market and market identification.

## EVENT SITUATION

You are to assume the role of marketing specialist for the MIDTOWN COMIC-CON, a first-time comic book convention located in a city of 200,000 people. The organizer of the event (judge) has asked you to determine appropriate ticket pricing that will ensure large crowds and satisfy sponsors.

Comic-cons have become increasingly popular in cities across the nation. A comic-con is an event that primarily focuses on comic books and comic book culture. As these conventions have grown more and more popular, they have grown to focus on more than comic books, but other science fiction media as well. Conventions typically feature guest stars, costume contests, panels, displays and many comic books and related toys for sale.

The largest, most popular comic-con is the SAN DIEGO COMIC-CON. It takes place on a Thursday – Sunday and features an impressive number of television, movie, video game and comic book stars and artists. Over 130,000 people attend the event. Ticket prices for the SAN DIEGO COMIC-CON are:

**Adults:** Thursday, Friday or Saturday tickets - \$60, Sunday tickets - \$40

**Juniors (13-17 years old):** Thursday, Friday or Saturday tickets - \$30, Sunday tickets - \$20

**Seniors (65+ years old)/Military:** Thursday, Friday or Saturday tickets - \$30, Sunday tickets \$20

**Children 12 years old and under:** Free

Midtown has 200,000 residents, plus a military base with over 20,000 additional people. The city is more than 100-miles away from the closest city with an annual comic-con. MIDTOWN COMIC-CON will feature two stunt men from a popular comic book based movie, two popular comic book artists, two social media stars, displays of artwork, sales of comic books and collectable toys, look-alike entertainers and a costume contest. The event will run on a Saturday and Sunday and will feature two panels: one featuring the stunt men and the other featuring the comic book artists. There will also be screenings of independent sci-fi films throughout the weekend.

The event organizer (judge) has been able to secure several corporate sponsors from the area to help with the costs associated with the event. Corporate sponsors will have booths set up at the event promoting their businesses. The sponsors have all signed on for one year. The organizer (judge) will need to demonstrate that the event was successful to engage the sponsors for multiple years.

The organizer (judge) has asked you to determine ticket prices for MIDTOWN COMIC-CON that will yield large crowds, satisfy sponsors and ensure continued sponsorship.

You will present the ticket pricing to the organizer (judge) in a role-play to take place in the organizer's (judge's) office. The organizer (judge) will begin the role-play by greeting you and asking to hear the prices. After you have presented the ticket prices and have answered the organizer's (judge's) questions, the organizer (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. 21<sup>st</sup> 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 the event organizer for the MIDTOWN COMIC-CON, a first-time comic book convention located in a city of 200,000 people. You have asked the marketing specialist (participant) to determine appropriate ticket pricing that will ensure large crowds and satisfy sponsors.

Comic-cons have become increasingly popular in cities across the nation. A comic-con is an event that primarily focuses on comic books and comic book culture. As these conventions have grown more and more popular, they have grown to focus on more than comic books, but other science fiction media as well. Conventions typically feature guest stars, costume contests, panels, displays and many comic books and related toys for sale.

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You have been able to secure several corporate sponsors from the area to help with the costs associated with the event. Corporate sponsors will have booths set up at the event promoting their businesses. The sponsors have all signed on for one year. You will need to demonstrate that the event was successful to engage the sponsors for multiple years.

You have asked the marketing specialist (participant) to determine ticket prices for MIDTOWN COMIC-CON that will yield large crowds, satisfy sponsors and ensure continued sponsorship.

The marketing specialist (participant) will present ticket prices 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 channels should we use to sell tickets?
2. Should there be a different price for tickets purchased at the door?
3. If we wanted to sell a weekend pass, how much should we charge?

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

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**SPORTS AND ENTERTAINMENT MARKETING SERIES, 2018**

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

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

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT #2

**INSTRUCTIONAL AREA**  
Pricing

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the pricing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the use of technology in the pricing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors affecting pricing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						