



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Customer Relations

**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. Build and maintain relationships with customers.
2. Interpret business policies to customers/clients.
3. Demonstrate a customer service mindset.
4. Discuss motivational theories that impact buying behavior.
5. Identify product's/service's competitive advantage.

## EVENT SITUATION

You are to assume the role of director of marketing for VIEW BOX, a company that owns and operates automated kiosks that rent movies and games. The senior vice president (judge) has asked you to develop a rewards program that will encourage customers to rent more frequently.

VIEW BOX has over 50,000 kiosk locations across the nation. Each VIEW BOX gives customers the option to rent DVDs, Blu-Ray discs, or video games. Both movies and video games stocked in VIEW BOX are new releases. Customers pay a daily rental fee and can return products at any VIEW BOX location in the nation. To rent a movie or game from VIEW BOX, the customer needs a credit card and an email address.

VIEW BOX has recently released an on-demand service for movies. Customers that do not want to leave the house to find a VIEW BOX kiosk may purchase a movie on-demand and watch it from a personal device. Once an on-demand movie is purchased, the customer has 30-days to start watching the movie and 48-hours to finish.

With the popularity of streaming services, and satellite and cable subscriptions, executives want to build the relationships with VIEW BOX customers. Executives feel a VIEW BOX rewards program would both build relationships and encourage more frequent rentals. Customers tend to feel favorably toward businesses that reward them for purchases.

Below are the current 24-hour rental prices at VIEW BOX as well as the price for on-demand streaming.

DVD: \$1.75

Blu-Ray: \$2.00

Video Game: \$3.00

On-Demand: \$5.00

Using the information above, the senior vice president (judge) wants you to develop a rewards program for VIEW BOX customers. The senior vice president (judge) wants you to include:

- Name for the rewards program
- How points/rewards are earned
- Reward options
- Method to communicate the rewards program to customers

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the senior vice president's (judge's) questions, the senior vice 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. 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 senior vice president for VIEW BOX, a company that owns and operates automated kiosks that rent movies and games. You have asked the director of marketing (participant) to develop a rewards program that will encourage customers to rent more frequently.

VIEW BOX has over 50,000 kiosk locations across the nation. Each VIEW BOX gives customers the option to rent DVDs, Blu-Ray discs, or video games. Both movies and video games stocked in VIEW BOX are new releases. Customers pay a daily rental fee and can return products at any VIEW BOX location in the nation. To rent a movie or game from VIEW BOX, the customer needs a credit card and an email address.

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Below are the current 24-hour rental prices at VIEW BOX, and the price for on-demand.

DVD: \$1.75  
Video Game: \$3.00

Blu-Ray: \$2.00  
On-Demand: \$5.00

Using the information above, you want the director of marketing (participant) to develop a rewards program for VIEW BOX customers. You want the director of marketing (participant) to include:

- Name for the rewards program
- How points/rewards are earned
- Reward options
- Method to communicate the rewards program to customers

The director of marketing (participant) will present ideas 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. How can we develop our rewards program to attract new customers while also enhancing services for our loyal customers?
2. What procedures and policies should be included in the program so customers can keep track of their reward points?

Once the director of marketing (participant) has presented ideas 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.

<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, 2019**

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

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

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

**INSTRUCTIONAL AREA**  
Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify product's/service's competitive advantage?	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>						