



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning

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. Define brand strategy.
2. Develop marketing plan.
3. Explain the concept of marketing strategies.
4. Develop customer profile.
5. Communicate core values of product/service.

CASE STUDY SITUATION

You are the director of marketing and director of brand management for GOTCHA, a live streaming video platform. Since it began in 2011, GOTCHA has solely focused on video game live streaming, including popular e-sports competitions. The brand has evolved over the years to include creative content produced by users that is gaming focused. The content can be viewed live on the GOTCHA site and mobile app or via video on demand.

The typical GOTCHA viewer is male, age 18 – 34 years old. The company has tried to widen the age demographic by including gaming instructional and demonstration content to target a younger demographic and including vintage games from the 1980s to target an older demographic. As of the beginning of 2018, GOTCHA has 2 million broadcasters monthly and 15 million daily active users.

GOTCHA sponsors several e-sporting competitions and advertises with many gaming magazines and websites. The tagline for the platform is, “The Moment is NOW!” The tagline is featured on a variety of GOTCHA merchandise, including apparel, hats, water bottles, posters and mobile phone accessories.

YOUR CHALLENGE

The senior vice president of GOTCHA has decided to expand beyond its original gamer audience to include streaming video of content targeted towards moms. The content library will be divided into three categories: cooking, crafting and childcare. Each category will contain content produced by both GOTCHA and users. While the categories are certainly not exclusive to women with children, preliminary research has shown cooking, crafting and childcare to be the target audience’s three preferred categories for streaming video.

The senior vice president has asked your team to develop a marketing plan for GOTCHA’s new endeavor. The marketing plan must include:

- Strategy for widening the GOTCHA brand
- Customer profile for new endeavor
- Marketing strategies effective for new target customer
- Appropriate communications channels for marketing
- New GOTCHA merchandise marketed to new target customer

The senior vice president also wants you to explain how your recommendations will not disrupt the brand’s primary focus on gaming.

You will discuss your recommendations with the senior vice president in a meeting to take place in the senior vice president’s office. Additional executives may accompany the senior vice president.



**SPORTS AND ENTERTAINMENT MARKETING,
2019**

Participant: _____

JUDGE'S EVALUATION FORM
Sample Event

Participant: _____

I.D. Number: _____

INSTRUCTIONAL AREA
Market Planning

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Define brand strategy?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop marketing plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop customer profile?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Communicate core values of product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
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	
TOTAL SCORE						