



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Pricing

## **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. Adjust prices to maximize profitability.
2. Set prices.
3. Explain factors affecting pricing decisions.
4. Determine services to provide customers.
5. Describe the nature of product bundling.

## CASE STUDY SITUATION

You are the director of marketing and director of customer service for CINEMA STAR THEATERS, a regional chain of movie theaters with twenty-five locations. Each CINEMA STAR location competes with other independent movie theaters and national movie theater chains. CINEMA STAR THEATERS have remained competitive by offering less expensive ticket prices.

Currently, CINEMA STAR THEATERS has the following movie ticket prices:

Adult ticket: Matinee \$7.00; after 5:00 p.m. \$12.50

Children and senior citizen ticket: \$5.00 anytime

Other movie theaters in the area offer adult matinee tickets for \$7.00 as well, but after 5:00 p.m., the prices increase to \$14.50. The other movie theaters have children and senior citizen ticket prices that range from \$7.00 - \$10.00.

CINEMA STAR THEATERS have invested in upgrades to each of its locations. The seating has been upgraded to provide reclining seats with more space. The sound systems have been upgraded to provide the best quality sound. The renovations and upgrades have reduced the number of seats in each theater, which will result in less profit if ticket prices stay the same. CINEMA STAR also has added more items to each concession area, including gourmet coffees, ice cream and frozen drinks.

The president of CINEMA STAR THEATERS wants to increase ticket prices to make up for the reduction in available seats. At the same time, the president also wants to offer customers a monthly membership program. The *Star Program* would offer its members a certain number of movie tickets each month and other special incentives for one monthly price. The president feels that membership to the *Star Program* would help with customer retention and take the focus off the increase in regular ticket prices.

## YOUR CHALLENGE

The president of CINEMA STAR THEATERS wants your team to work on two separate, but related, projects. First, the president wants you to design the *Star Program*. The president wants you to determine the monthly charge for membership in the *Star Program* and determine what benefits members will receive, aside from movie tickets.

Second, keeping in mind the *Star Program* fees and incentives, the president wants you to determine the new increases in ticket prices for adults, children and senior citizens for both matinee times and shows after 5:00 p.m.

You will discuss the *Star Program* and your pricing strategy with the president in a meeting to take place in the president's office. Additional executives from the company may accompany the president.



**SPORTS AND ENTERTAINMENT MARKETING,  
2018**

**JUDGE'S EVALUATION FORM**  
ICDC Final

**INSTRUCTIONAL AREA**  
Pricing

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

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

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

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Adjust prices to maximize profitability?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Set prices?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain factors affecting pricing decisions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine services to provide customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Describe the nature of product bundling?	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>						