



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. Develop a marketing plan.
2. Set marketing goals and objectives.
3. Select target market.
4. Define brand strategy.
5. Adapt product range to needs of targeted market segments.

CASE STUDY SITUATION

You are the directors of corporate growth and of marketing for OBSTACLE CHALLENGE, an endurance event series that tests participants' physical and mental strength. The ten-mile obstacle course and race began in 2010 and since that time over a million people have participated in an OBSTACLE CHALLENGE event.

There are over 30 OBSTACLE CHALLENGE events throughout the upcoming year, all taking place in different locations. This year, each OBSTACLE CHALLENGE event will be held in new cities across the United States and Canada, hoping to attract new participants.

The ruggedness of the OBSTACLE CHALLENGE has attracted a loyal, superfan base. The super fans travel each year to participate in as many events as possible. The super fans love the physical feats and teamwork involved in each event. Over 10,000 superfans have even branded themselves with a tattoo of the OBSTACLE CHALLENGE logo. The super fans have created a private Facebook group that allows only those that have finished ten OBSTACLE CHALLENGE events to become members.

While OBSTACLE CHALLENGE events are open to anyone regardless of age, fitness level or gender, over 85% of all participants are males, age 20-39 years old, that are physically fit. This skewed market has become the face of OBSTACLE CHALLENGE by default, as most pictures posted of the events show the physically fit, young men competing.

YOUR CHALLENGE

You have been asked by the president of OBSTACLE CHALLENGE to help with the company's growth strategy. The president wants additional market segments to compete in the OBSTACLE CHALLENGE events, without alienating the loyal super fans. The president has identified three market segments with minimal participation:

- Females
- People over 45 years of age
- People new to fitness or not physically fit

The president is open to recommendations on changes to the existing OBSTACLE CHALLENGE events that would attract the identified market segments, although the president wants to ensure that proposed changes would not alienate the loyal super fans.

The president wants you to develop marketing goals and objectives that will attract any or all the identified market segments to participate in an OBSTACLE CHALLENGE event.

You will discuss your growth 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 Preliminary

INSTRUCTIONAL AREA
Market Planning

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant:

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Develop a marketing plan? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 2. | Set marketing goals and objectives? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 3. | Select target market? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 4. | Define brand strategy? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 5. | Adapt product range to needs of targeted market segments? | 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 | | | | | | |