



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Promotion

## **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**

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- 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**

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- Explain the nature of a promotional plan.
- Develop communications objectives.
- Develop advertising plans to achieve communications objectives.
- Write persuasive messages.
- Identify market segments.

## CASE STUDY SITUATION

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You are sports marketing consultants hired by the RESEARCH CENTER FOR SPORTS EXERCISE (RCSE), the leading sports health research center for prevention of injury and health protection. The RCSE has been conducting research on different sports health topics for more than 40 years and providing the world with findings and results. The main goals of the RCSE are to prevent sports injuries and to maintain overall health in all athletes.

The latest research study to be completed had a focus on oral health. The study had over 2,000 Olympic and professional athlete participants, both male and female, age 21-45 years old. The participants first were surveyed on teeth brushing and flossing habits, frequency of dental visits, smoking habits, dietary considerations, and daily intake quantity of water, sports drinks, energy gels, and energy bars. Participants were also given a dental exam.

The research results demonstrated that athletes have higher rates of oral disease than the general public, yet have admirable oral health habits. The findings showed that the athletes participating in the research:

- Brush their teeth at least twice a day
- Floss at least once a week
- Visit the dentist regularly
- Do not smoke

These findings show that athletes tend to take better care of their teeth than the general public; however, the athletes consume larger quantities of sports drinks, energy gels, and energy bars than the general public. The dental exams found:

- Over half of the athletes had tooth decay
- Nearly 75% of the athletes had gum inflammation
- Close to 85% of the athletes had erosion

The sports drinks, energy gels, and energy bars contain high amounts of sugar. The sugar increases risks of tooth decay and the acidity increases the risk of erosion and inflammation.

The study findings recommend that all athletes significantly limit their intake of the sugary sports drinks and energy gels and bars or they will increase their chance of tooth decay, gum inflammation, and erosion.

## YOUR CHALLENGE

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The RCSE has hired you to create a promotional plan that will effectively communicate the recommendations of the research study to athletes. You must:

- Develop communications objectives
- Develop traditional and nontraditional advertising plans (including platforms, mediums, location/distribution points)
- Write persuasive messages to use in the promotional plan
- Identify specific market segments of the athlete population

## EVALUATION INSTRUCTIONS

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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 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 director 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  
2020**

**JUDGE'S EVALUATION FORM**

Association Event 1

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

**INSTRUCTIONAL AREA**

Promotion

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

ID Number: \_\_\_\_\_

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of a promotional plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Develop advertising plans to achieve communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Write persuasive messages?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify market segments?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						