



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st 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

- Explain the nature and scope of the product/service management function.
- Generate product ideas.
- Explain the concept of product mix.
- Develop positioning concept for a new product idea.
- Explain the concept of market and market identification.

EVENT SITUATION

You are to assume the role of director of brand management for EXERTION, a company that produces luxury stationary bicycles and treadmills that allows users to stream classes for the company's fitness studio via monthly subscription. The director of marketing (judge) wants the company to broaden into a lifestyle brand rather than simply an exercise brand and wants you to determine what products it can offer to achieve that.

EXERTION produces two types of luxury fitness equipment: stationary bicycles and treadmills. The equipment has a large touchscreen that allows users to watch live and recorded workout classes. The price of EXERTION's stationary bicycle is \$2,000 and the luxury treadmill is \$4,000. The membership required to stream the live or recorded workout classes costs \$39.99/month.

EXERTION has become a favorite among the upper class across the nation. With less than 50 retail locations, most customers have paid expensive shipping fees to have the equipment delivered.

Executives are happy with the success of the company, but feel it is time to expand. While the EXERTION brand is well-known for exercise equipment, the director of marketing (judge) feels it would benefit EXERTION to be seen as a lifestyle brand. The director of marketing (judge) hopes that if EXERTION can be viewed as a lifestyle brand, even customers without the EXERTION exercise equipment will become customers.

The director of marketing (judge) wants you to determine additional products and/or services that EXERTION can offer that will showcase the company as a lifestyle brand. You must include the primary target market and positioning concept along with a product mix.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of marketing's (judge's) questions, the director of marketing (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of director of marketing for EXERTION, a company that produces luxury stationary bicycles and treadmills that allows users to stream classes for the company's fitness studio via monthly subscription. You want the company to broaden into a lifestyle brand rather than simply an exercise brand and want the director of brand management (participant) to determine what products it can offer to achieve that.

EXERTION produces two types of luxury fitness equipment: stationary bicycles and treadmills. The equipment has a large touchscreen that allows users to watch live and recorded workout classes. The price of EXERTION's stationary bicycle is \$2,000 and the luxury treadmill is \$4,000. The membership required to stream the live or recorded workout classes costs \$39.99/month.

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Executives are happy with the success of the company, but feel it is time to expand. While the EXERTION brand is well-known for exercise equipment, you feel it would benefit EXERTION to be seen as a lifestyle brand. You hope that if EXERTION can be viewed as a lifestyle brand, even customers without the EXERTION exercise equipment will become customers.

You want the director of brand management (participant) to determine additional products and/or services that EXERTION can offer that will showcase the company as a lifestyle brand. The director of brand management (participant) must include the primary target market and positioning concept along with a product mix.

The participant will present information 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. Why is it important for us to widen our brand if we are successful?
2. How could we solicit ideas from our current customers?

Once the director of brand management (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of brand management (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**SPORTS AND ENTERTAINMENT MARKETING SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Generate product ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Develop positioning concept for a new product idea?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						