



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Market Planning

**SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> 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 of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Identify communications channels used in sales promotion.
- Identify product's/service's competitive advantage.

## EVENT SITUATION

---

You are to assume the role of the director of marketing for the athletic department at UNIVERSITY OF MID-TOWN, a small university that is a member of the NCAA Division 3 athletics program. The director of athletics (judge) wants you to create a marketing plan that will encourage community members to attend the college's men's basketball games.

UNIVERSITY OF MID-TOWN has an enrollment of 10,500 students and is located in a city of 65,000 people. The school offers free athletic tickets to its students but does charge general and premium ticket prices to the public. At UNIVERSITY OF MID-TOWN, a general admission men's basketball ticket is priced at \$10.00, and a premium ticket, which includes best seating, is priced at \$20.00.

The director of athletics (judge) is happy that many students are attending the men's basketball games, but feels that the number of community members attending the games is lacking. The director of athletics (judge) wants you to develop a marketing plan that will promote attending UNIVERSITY OF MID-TOWN's men's basketball games. The director of athletics (judge) has given you permission to create promotional ticket pricing for a limited time.

The marketing plan must include:

- Specific target market (customer profile)
- Marketing strategies to reach specific target market
- Communications channels used in promotion

You will present your ideas to the director of athletics (judge) in a role-play to take place in the director of athletics' (judge's) office. The director of athletics (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 athletics' (judge's) questions, the director of athletics (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. Participant Instructions, 21<sup>st</sup> 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 the director of athletics at UNIVERSITY OF MID-TOWN, a small university that is a member of the NCAA Division 3 athletics program. You want the department's director of marketing (participant) to create a marketing plan that will encourage community members to attend the college's men's basketball games.

UNIVERSITY OF MID-TOWN has an enrollment of 10,500 students and is located in a city of 65,000 people. The school offers free athletic tickets to its students, but does charge general and premium ticket prices to the public. At UNIVERSITY OF MID-TOWN, a general admission men's basketball ticket is priced at \$10.00, and a premium ticket, which includes best seating, is priced at \$20.00.

You are happy that many students are attending the men's basketball games, but feel that the number of community members attending the games is lacking. You want the director of marketing (participant) to develop a marketing plan that will promote attending UNIVERSITY OF MID-TOWN's men's basketball games. You have given director of marketing (participant) permission to create promotional ticket pricing for a limited time.

The marketing plan must include:

- Specific target market (customer profile)
- Marketing strategies to reach specific target market
- Communications channels used in promotion

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. Is it important that special pricing be limited-time only?
2. How does your marketing plan encourage repeat attendance?

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

<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 SERIES  
2021**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT #1 - VIRTUAL

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

**INSTRUCTIONAL AREA:**  
Market Planning

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

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of marketing plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						