



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Product/Service Management

## **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**

---

- Analyze product needs and opportunities.
- Identify product's/service's competitive advantage.
- Determine services to provide customers.
- Explain key factors in building a clientele.
- Explain the concept of marketing strategies.

## **CASE STUDY SITUATION**

---

You are the marketing director and the general manager at A+ FITNESS, a fitness center located in a city of 150,000 people. A+ FITNESS has been in business for five years and offers annual memberships to both males and females in the community. Memberships require a year-long contract with fees either paid in full or charged monthly. A+ FITNESS is open seven days a week, from 4:00AM – 11:00PM.

A+ FITNESS offers a wide variety of exercise and cardiovascular equipment including; stationary bicycles, elliptical machines, treadmills, stair climbers, free weights, and a large assortment of brand name strength training equipment. New members must participate in training led by staff on all equipment. Staff is also available anytime to assist members with machinery and help with fitness goals and questions. The fitness center offers water stations throughout the building and also has a vending machine in the lobby with sports drinks, specialty waters, and healthy snacks available for purchase.

The fitness center gained the majority of its members during its first two years. Special grand opening promotions and first anniversary sales brought in many new members. Since that time, A+ FITNESS still gains new members each month, but monthly sales have been steadily declining. It has become a struggle to bring in new customers.

Currently, A+ FITNESS has both a Facebook page and a Twitter account that is used for marketing purposes. The fitness center also has a website that showcases a photo gallery, customer testimonials, staff bios, and pricing information. At the end of December, A+ FITNESS mails coupons to area residents for a free one-week trial membership.

## **YOUR CHALLENGE**

---

The owner of A+ FITNESS is upset by the sales plateau and is looking for a revenue boosting strategy. The owner is open to adding additional products and/or services to the fitness center that will result in an increase in new memberships and an increase in customer spending.

The owner wants your team to analyze product/service needs and opportunities at A+ FITNESS. The owner wants you to determine which products and/or services would be the best to provide customers and could result in an increase in memberships and customer spending.

In addition, the owner wants you to develop marketing strategies the business can use to promote your suggested additional products and/or services.

## **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  
2021**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Product/Service Management

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

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

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Analyze product needs and opportunities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Determine services to provide customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain key factors in building a clientele?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the concept of marketing strategies?	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>						