



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Economics

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 role of business in society.
- Describe factors that affect the business environment.
- Identify factors affecting a business's profit.
- Explain the concept of competition.
- Communicate core values of product/service.

EVENT SITUATION

You are to assume the role of the general manager for TOURNAMENT SPORTING GOODS, a retail chain that sells sporting goods and apparel. The district manager (judge) wants you to analyze the benefits and possible consequences of extending night and weekend operating hours and make a final recommendation.

TOURNAMENT SPORTING GOODS is located in a city of 100,000 people and is one of two sporting goods stores in the city. The year 2020 and the first half of 2021 were not good for your store. Due to the pandemic, local organized sports were put on hold and the store was forced to close for several months. While people did shop online, most sporting good sales were made through giant online retailers that offered cheaper prices and quicker delivery.

Another hurdle TOURNAMENT SPORTING GOODS has encountered is finding enough qualified staff for employment. The retailer has struggled to find part-time and full-time employees and is still not staffed at 100%.

TOURNAMENT SPORTING GOODS has the following hours of operation:

Monday – Friday: 10:00AM – 6:00PM

Saturday: 9:00AM – 6:00PM

Sunday: 9:00AM – 2:00PM

The district manager (judge) is considering extending TOURNAMENT SPORTING GOODS' hours of operation. The district manager (judge) wants the store to remain open until 10:00PM Monday through Saturday and remain open until 6:00PM on Sundays.

The district manager (judge) wants you to weigh the pros and cons of extending the hours of operation. The district manager (judge) wants you to consider potential sales and effect on store employees. The district manager (judge) wants you to explain what your decision communicates as a core value.

You will present your analysis to the district manager (judge) in a role-play to take place in the district manager's (judge's) office. The district manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the district manager's (judge's) questions, the district manager (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, 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 a district manager for TOURNAMENT SPORTING GOODS, a retail chain that sells sporting goods and apparel. You want a general manager (participant) to analyze the benefits and possible consequences of extending night and weekend operating hours and make a final recommendation.

TOURNAMENT SPORTING GOODS is located in a city of 100,000 people and is one of two sporting goods stores in the city. The year 2020 and the first half of 2021 were not good for your store. Due to the pandemic, local organized sports were put on hold and the store was forced to close for several months. While people did shop online, most sporting good sales were made through giant online retailers that offered cheaper prices and quicker delivery.

Another hurdle TOURNAMENT SPORTING GOODS has encountered is finding enough qualified staff for employment. The retailer has struggled to find part-time and full-time employees and is still not staffed at 100%.

TOURNAMENT SPORTING GOODS has the following hours of operation:

Monday – Friday: 10:00AM – 6:00PM

Saturday: 9:00AM – 6:00PM

Sunday: 9:00AM – 2:00PM

You are considering extending TOURNAMENT SPORTING GOODS' hours of operation. You want the store to remain open until 10:00PM Monday through Saturday and remain open until 6:00PM on Sundays.

You want the general manager (participant) to weigh the pros and cons of extending the hours of operation. You want the general manager (participant) to consider potential sales and effect on store employees. You want the general manager (participant) to explain what the decision communicates as a core value.

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. How should we communicate your decision to the entire staff?
2. How should we communicate your decision to the local public?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (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
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Economics

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of business in society?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe factors that affect the business environment?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of product/service?	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						