



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Market Planning

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 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). All members of the team must participate in the presentation, as well as answer any questions.
- 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- 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.
- Explain the role of situation analysis in the marketing planning process.
- Identify communications channels used in sales promotion.
- Explain key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of ticket sales for the MID-CITY COSMOS, a new soccer team that is part of the NATIONAL WOMEN'S SOCCER LEAGUE (NWSL). The owner of the team (judge) wants you to develop a marketing plan that will introduce the new team and sell tickets.

Mid-City has been home to the MID-CITY GALAXY, the men's soccer team, for over a decade. The team is quite popular in Mid-City and surrounding areas with high season ticket sales and the majority of home games sold out. The team has been moderately successful the last five years after a dismal start into the league.

The NWSL will soon be introducing the MID-CITY COSMOS, a female team that will be the GALAXY's partner team and play at the same stadium. The owner (judge) is excited that several well-known soccer players will be playing on the team. Ticket sales for the team's first season will begin next month.

Aside from general promotion from the NWSL, the owner (judge) has not marketed the team to the Mid-City area yet. The owner (judge) wants you to develop a marketing plan that will introduce the MID-CITY COSMOS to the area and encourage ticket sales. The owner (judge) wants your plan to include:

- Primary and secondary target markets
- Communications channels
- Specific marketing strategies that will lead to ticket sales
- Factors that will build a fanbase for the new team

You will present your ideas to the team owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (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. Case Study Situation
3. Judge 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the owner of the MID-CITY COSMOS, a new soccer team that is part of the NATIONAL WOMEN'S SOCCER LEAGUE (NWSL). You want the director of marketing and the director of ticket sales (participant team) to develop a marketing plan that will introduce the new team and sell tickets.

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The NWSL will soon be introducing the MID-CITY COSMOS, a female team that will be the GALAXY's partner team and play at the same stadium. You are excited that several well-known soccer players will be playing on the team. Ticket sales for the team's first season will begin next month.

Aside from general promotion from the NWSL, you have not marketed the team to the Mid-City area yet. You want the director of marketing and the director of ticket sales (participant team) to develop a marketing plan that will introduce the MID-CITY COSMOS to the area and encourage ticket sales. You want the plan to include:

- Primary and secondary target markets
- Communications channels
- Specific marketing strategies that will lead to ticket sales
- Factors that will build a fanbase for the new team

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. Should we leverage the men's team help us sell tickets? If so, how? If not, why not?
2. What ways can we get people that are not currently soccer fans excited?

Once the director of marketing and the director of ticket sales (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of marketing and the director of ticket sales (participant team) for the work.

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

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING 2022

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Market Planning

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
7.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						