



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

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 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

1. Explain key factors in building a clientele.
2. Explain the role of customer service as a component of selling relationships.
3. Discuss motivational theories that impact buying behavior.
4. Explain the concept of product mix.
5. Communicate core values of a product/service.

EVENT SITUATION

You are to assume the role of general manager at MANE LANES, a bowling alley located in a city of 300,000 people. The owner of the bowling alley (judge) has asked you to decide what additions should be made to the business to increase traffic from 18-30-year-olds.

MANE LANES has been a staple in the community for over 40 years. The bowling alley was constructed during an exciting time when bowling leagues were extremely popular. Bowling competitions were regularly broadcast on television and top bowlers were well-known among enthusiasts. MANE LANES has 24 bowling lanes, a snack bar and a small arcade.

These days, MANE LANES often has only half of the lanes occupied by bowlers. The bulk of profits come from children's parties. There is one bowling league left in the area that occupies MANE LANES on Sunday mornings and Wednesday evenings.

There have been no additions to the services provided by MANE LANES or changes to the décor since it opened. The owner of MANE LANES (judge) has been approved for financing to give the business a remodel; the entire interior will be redone in brighter colors and additional space will be created inside for other use. The owner (judge) hopes the remodel will bring in more customers.

The owner (judge) wants to attract more 18-30-year-olds into the bowling alley. While young children and older adults do frequent the business, the 18-30-year-olds simply do not. Research has shown that the number one reason young adults do not bowl is because they do not know how to bowl, the second reason being that they feel the sport is outdated.

Given this information, the owner (judge) has asked you to decide what other services, activities and/or additions should be provided to MANE LANES that will attract 18-30-year-olds. The owner (judge) wants you to discuss how each of your recommendations will increase the 18-30-year-old clientele.

You will present your ideas to the 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 your 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'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of MANE LANES, a bowling alley located in a city of 300,000 people. You have asked the general manager (participant) to decide what additions should be made to the business to increase traffic from 18-30-year-olds.

MANE LANES has been a staple in the community for over 40 years. The bowling alley was constructed during an exciting time when bowling leagues were extremely popular. Bowling competitions were regularly broadcast on television and top bowlers were well-known among enthusiasts. MANE LANES has 24 bowling lanes, a snack bar and a small arcade.

These days, MANE LANES often has only half of the lanes occupied by bowlers. The bulk of profits come from children's parties. There is one bowling league left in the area that occupies MANE LANES on Sunday mornings and Wednesday evenings.

There have been no additions to the services provided by MANE LANES or changes to the décor since it opened. You have been approved for financing to give the business a remodel; the entire interior will be redone in brighter colors and additional space will be created inside for other use. You hope the remodel will bring in more customers.

You want to attract more 18-30-year-olds into the bowling alley. While young children and older adults do frequent the business, the 18-30-year-olds simply do not. Research has shown that the

number one reason young adults do not bowl is because they do not know how to bowl, the second reason being that they feel the sport is outdated.

Given this information, you have asked the general manager (participant) to decide what other services, activities and/or additions should be provided to MANE LANES that will attract 18-30-year-olds. You want the general manager (participant) to discuss how each of the recommendations will increase the 18-30-year-old clientele.

The participant will present ideas 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. Will your recommendations negatively affect our current bowling leagues and children's parties?
2. What communications channels are the best for promoting our remodel to 18-30-year-olds?
3. Will your recommendations attract any other demographics?

Once the general manager (participant) has presented ideas 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.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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, 2018

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Selling

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of a 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						