



## **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 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**

1. Explain the nature of marketing plans.
2. Explain the concept of market and market identification.
3. Explain the concept of marketing strategies.
4. Identify product/service's competitive advantage.
5. Identify communications channels used in sales promotion.

## EVENT SITUATION

You are to assume the role of bulk sales specialist for PREMIERE, a premium cable and satellite television network. The director of bulk sales (judge) has asked you to create a marketing plan that will identify a new target market for bulk sales and to describe marketing strategies and promotional considerations that will attract the new target market.

PREMIERE's programming primarily includes newly released movies, original television series, made-for-TV movies and various sporting events. Customers pay an extra fee or premium on their cable or satellite service bill each month to receive PREMIERE's channels. PREMIERE is the second highest rated premium network in number of subscribers.

The bulk sales department at PREMIERE has been serving hotels and other lodging properties for many years. The bulk sales department supplies hotels with PREMIERE network on every television unit in the property, giving the property an incentive if 100% of all television units feature PREMIERE and do not charge guests for access.

The bulk sales department offers an incentive for hotel properties to carry PREMIERE network. Properties with 100 television units or more that launch or renew PREMIERE network on all units and do not charge guests for access, will receive \$7.00/unit incentive for each unit if a three-year contract is signed and paid in full.

The hotel property incentive has been successful in gaining new clients for PREMIERE. To expand its bulk sales customer base, the director of bulk sales (judge) has asked you to choose one other business type that would have at least 100 television units and create a marketing plan proposing PREMIERE network on all units. You may use the \$7.00/unit incentive. The marketing plan must include strategies and methods to communicate the promotion.

You will present your ideas to the manager (judge) in a role-play to take place in the manager's (judge's) office. The manager (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 manager's (judge's) questions, the manager (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. 21<sup>st</sup> 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 the director of bulk sales for PREMIERE, a premium cable and satellite television network. You have asked the bulk sales specialist (participant) to create a marketing plan that will identify a new target market for bulk sales and to describe marketing strategies and promotional considerations that will attract the new target market.

PREMIERE's programming primarily includes newly released movies, original television series, made-for-TV movies and various sporting events. Customers pay an extra fee or premium on their cable or satellite service bill each month to receive PREMIERE's channels. PREMIERE is the second highest rated premium network in number of subscribers.

The bulk sales department at PREMIERE has been serving hotels and other lodging properties for many years. The bulk sales department supplies hotels with PREMIERE network on every television unit in the property, giving the property an incentive if 100% of all television units feature PREMIERE and do not charge guests for access.

The bulk sales department offers an incentive for hotel properties to carry PREMIERE network. Properties with 100 television units or more that launch or renew PREMIERE network on all units and do not charge guests for access, will receive \$7.00/unit incentive for each unit if a three-year contract is signed and paid in full.

The hotel property incentive has been successful in gaining new clients for PREMIERE. To expand its bulk sales customer base, you have asked the bulk sales specialist (participant) to choose one other business type that would have at least 100 television units and create a marketing plan proposing PREMIERE network on all units. The bulk sales specialist (participant) may use the \$7.00/unit incentive. The marketing plan must include strategies and methods to communicate the promotion.

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. What is the benefit of providing incentives to businesses that have more than enough money to pay for PREMIERE's services?
2. How have streaming services affected cable and satellite services?
3. How is it beneficial for a business to offer PREMIERE network?

Once the bulk sales specialist (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the bulk sales specialist (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.

<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, 2018**

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

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Market Planning

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 product/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify communications channels used in sales promotion?	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>						