



## **CAREER CLUSTER**

Marketing

## **CAREER PATHWAY**

Marketing Management

## **INSTRUCTIONAL AREA**

Promotion

# **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 a promotional plan.
2. Explain the role of promotion as a marketing function.
3. Explain the nature of direct marketing channels.
4. Explain the concept of marketing strategies.
5. Explain factors that influence customer/client/business buying behavior.

## EVENT SITUATION

You are to assume the role of marketing director for EAST CITY EAGLES, a minor league baseball team. The director of ticket sales (judge) has asked you to create a promotional plan for a game the team will play on June 20<sup>th</sup>, which is also National Bald Eagle Day.

THE EAST CITY EAGLES is a team that is part of a double-A league. The team's home is East City and the home stadium has a 9,000-person seating capacity. The team is very successful and has had winning seasons the last five years. In the past two seasons, however, attendance at home games has declined. The decline has been blamed on the loss of a key player that has moved up to the major leagues.

You have been working with the director of ticket sales (judge) to create marketing strategies to bring more fans to the games. Strategies have included reducing ticket prices, free merchandise giveaways, and special meet and greets with the players. The strategies have been met with moderate success; more fans attend on these special game days, but not on regular game days without special promotions.

While researching, the director of ticket sales (judge) found that June 20<sup>th</sup> has been named National Bald Eagle Day. The mascot of the EAST CITY EAGLES is the bald eagle. The director of ticket sales (judge) feels that a special promotion needs to be created to market the EAST CITY EAGLES baseball game on June 20<sup>th</sup>, a home game.

The director of ticket sales (judge) wants you to create a promotional plan that will use National Bald Eagle Day to promote the EAST CITY EAGLES brand and increase ticket sales for the June 20<sup>th</sup> game and beyond. The director of ticket sales (judge) wants you to decide how to promote the holiday and game leading up to June 20<sup>th</sup> and how the holiday and team can be promoted in-stadium during the game.

You will present your ideas to the director of ticket sales (judge) in a role-play to take place in the director's (judge's) office. The director of ticket sales (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 director's (judge's) questions, the director of ticket sales (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 director of ticket sales for EAST CITY EAGLES, a minor league baseball team. You have asked the marketing director (participant) to create a promotional plan for a game the team will play on June 20<sup>th</sup>, which is also National Bald Eagle Day.

THE EAST CITY EAGLES is a team that is part of a double-A league. The team's home is East City and the home stadium has a 9,000-person seating capacity. The team is very successful and has had winning seasons the last five years. In the past two seasons, however, attendance at home games has declined. The decline has been blamed on the loss of a key player that has moved up to the major leagues.

You have been working with the marketing director (participant) to create marketing strategies to bring more fans to the games. Strategies have included reducing ticket prices, free merchandise giveaways and special meet and greets with the players. The strategies have been met with moderate success; more fans attend on these special game days, but not on regular game days without special promotions.

While researching, you found that June 20<sup>th</sup> has been named National Bald Eagle Day. The mascot of the EAST CITY EAGLES is the bald eagle. You feel that a special promotion needs to be created to market the EAST CITY EAGLES baseball game on June 20<sup>th</sup>, a home game.

You want the marketing director (participant) to create a promotional plan that will use National Bald Eagle Day to promote the EAST CITY EAGLES brand and increase ticket sales for the June 20<sup>th</sup> game and beyond. You want the marketing director (participant) to decide how to promote the holiday and game leading up to June 20<sup>th</sup> and how the holiday and team can be promoted in-stadium during the game.

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. Do you think your promotion will lead to higher attendance at games after June 20<sup>th</sup>?
2. What other team staff need to be aware of the strategies you have proposed?
3. How could we incorporate strategies next year if the June 20<sup>th</sup> game is an away game?

Once the marketing director (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the marketing director (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**

Promotion

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of direct marketing channels?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer/client/business buying behavior?	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>						