



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Information Management

## **MARKETING COMMUNICATIONS EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Generate marketing communications ideas
2. Identify ways to segment markets for marketing communications
3. Identify trends in social-media space
4. Discuss considerations in using mobile technology for promotional activities
5. Explain how to effectively incorporate video into multimedia

## EVENT SITUATION

You are to assume the role of a SPORTS MARKETING SPECIALIST at BLUE CITY BLUE JAYS, a minor league baseball team that is quite popular in your local community. During the previous season, six people suffered minor injuries from being hit by foul balls. The main reason as to why the fans were hit was because they were using their cell phones rather than paying attention to the game.

There are two ways that the Blue City Blue Jays currently communicate the dangers of foul balls and bats:

- Announcement at the beginning of each baseball game
- Signage in the outfield (1st and 3rd baseline)

The general manager (judge), Mr./Ms. Gorm has asked you to design a marketing communication plan to educate fans about the dangers posed by batted balls and bats entering the stands, and the need to pay attention to the action on the field during each at-bat. The general manager (judge) would like to encourage fans to be a part of the marketing communications plan using video via social media. You have been tasked with the following:

- Design a marketing communications plan that incorporates the Blue Jay's name
- Identify which social media platforms to use
- Identify how fan generated content will be implemented into the game day videos

You will present your marketing communications plan to the general manager, Mr./Ms. Gorm (judge) in their office. They will begin by greeting you and asking to hear your ideas. After you have presented your marketing communications plan and have answered Mr./Ms. Gorm's questions, they will conclude the meeting 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. 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**

The participant is to assume the role of a Sports Marketing Specialist for the BLUE CITY BLUE JAYS, a minor league baseball team that is quite popular in your local community. During the previous season, six people suffered minor injuries from being hit by foul balls. The main reason as to why the fans were hit was because they were using their cell phones rather than paying attention to the game.

There are two ways that the Blue City Blue Jays currently communicate the dangers of foul balls and bats:

- Announcement at the beginning of each baseball game
- Signage in the outfield (1st and 3rd baseline)

You (judge) are Mr./Ms. Gorm, the GENERAL MANAGER of the Blue City Blue Jays. You have asked the Sports Marketing Specialist (participant) to design a marketing communication plan to educate fans about the dangers posed by batted balls and bats entering the stands, and the need to pay attention to the action on the field during each at-bat. You would like to encourage fans to be a part of the marketing communications plan using video via social media. The Sports Marketing Specialist has been tasked with the following:

- Design a marketing communications plan that incorporates the Blue Jay's name
- Identify which social media platforms to use
- Identify how fan generated content will be implemented into the game day videos

The Sports Marketing Specialist (participant) will present the marketing communications plan to you (judge) in your office. You will begin by greeting them and asking to hear their ideas. After the Sports Marketing Specialist has presented their plan and answered your questions, you will conclude the meeting by thanking them for their work.

#### Judge Questions/Possible Solutions

During the meeting you are to ask the following questions of each participant:

1. If we are creating a marketing communications plan that encourages fans to create social media content, how can we encourage them not to view it during the actual game?
  - a. *Provide a warning before the video can be played on the website, create teaser advertisements before and during the game, only show the winning videos during the game to build fan excitement.*
2. Given that foul balls will continue to occur during baseball games, how will we know if the marketing communications campaign is effective?
  - a. *Shares or retweets via social media, less injuries during games, better awareness of the game.*
3. How will you determine which social media platforms are most effective for reaching the different market segments of audience, taking into account the mobile technology and platform capabilities?
  - a. *Use the social media platforms that the majority of our fans would use, but not limit our videos and campaign to only one or two. Most older generations of fans are on Facebook, younger fans are on Twitter, Instagram and Snapchat. These social media apps are fully integrated with current mobile technology for ease of creating, sharing, and uploading content. Live video feeds are also a new feature for Twitter (Periscope) and Facebook Live that shows how many people are viewing, and invites comments and "likes" during the live feed.*

## 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.                               |



**MARKETING COMMUNICATIONS, 2017**

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

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA: INFORMATION MANAGEMENT**

Did the participant:

|                                       |  | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |  |                 |                    |                    |                      |              |
| 1.                                    | Generate marketing communications ideas                                      | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Identify ways to segment markets for marketing communications                | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Identify trends in social-media space  | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Discuss considerations in using mobile technology for promotional activities | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Explain how to effectively incorporate video into multimedia                 | 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>                    |  |                 |                    |                    |                      |              |