



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Promotion

## **SPORTS AND ENTERTAINMENT MARKETING SERIES 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. Explain the role of promotion as a marketing function
2. Explain the types of promotion
3. Identify the elements of the promotional mix
4. Explain types of advertising media
5. Describe the use of technology in the promotion function

## EVENT SITUATION

You are to assume the role of **Marketing Manager** at **Baxter's Sporting Goods**, a sporting goods chain that has approximately 200 stores regionally. It has just been announced that a new national "big box" sporting goods store, Bob's Sporting Goods, will be opening in your city in 9 months. The new sporting goods store, will be approximately 45,000 square feet, twice the size of your store, and will become an anchor store of the local mall.

Currently, the city's sporting goods market includes:

- Several smaller athletic shoe stores within the mall
- Your store which is a stand-alone sporting goods retailer located about a mile and a half from the mall
- One stand- alone outdoor- sporting goods retailer (Out and About) located approximately 3 miles from the mall

Your General Manager, Jessica/Jerry, (judge) has asked you to come up with a plan on how to assess your current market situation and also to create a promotional strategies plan on how to retain your current customer base once Bob's Sporting Goods opens.

You will present your plan on how your strategies will retain your current customer base to Jessica/Jerry (judge) in a role-play to take place in Jessica's/Jerry's (judges') office. Jessica/Jerry (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered Jessica's/Jerry's (judge's) questions, Jessica/Jerry (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. 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 Jessica/Jerry, General Manager at Baxter's Sporting Goods. Baxter's Sporting Goods, is a sporting goods chain that has approximately 200 stores regionally. It has just been announced that a new national "big box" sporting goods store, Bob's Sporting Goods, will be opening in your city in 9 months. The new sporting goods store, will be approximately 45,000 square feet, twice the size of your store, and will become an anchor store of the local mall.

Currently, the city's sporting goods market includes:

- Several smaller athletic shoe stores within the mall
- Your store which is a stand-alone sporting goods retailer located about a mile and a half from the mall
- One stand- alone outdoor- sporting goods retailer (Out and About) located approximately 3 miles from the mall.

You as the General Manager, Jessica/Jerry, (judge) have asked your Marketing Manager to assess the current market situation and also to create a promotional strategies plan on how to retain the current customer base once Bob's opens. Your Marketing Manager (participant) will present his/her findings and strategies to you in your office.

The participant will be judged on how well he/she assessed the store's current customer base and developed a strategic plan that addresses how to retain the customer base to you (judge) in a role-play to take place in your (judges') office.

You (judge) will begin the role-play by greeting the participant and asking to hear his/her ideas. After the participant has presented his/her ideas and has answered your (judge's) questions, you (judge) will conclude the role-play by thanking him/her for his/her work.

During the course of the role play, you are to ask the following questions of EACH participant:

1. In addition to your new marketing strategies plan, what challenges do you foresee having to overcome to meet the interests of the target markets?
  - a. *Possible Solution: Competitive pricing of competition, selection of merchandise and volume due to the size difference of the stores, hiring/retaining current staff, breaking through the clutter of advertising of promotion, etc.*
2. What role do you feel technology will play in the development of your new marketing strategies plan?
  - a. *Possible Solution: Social media, advertising, etc. Technology/social media outlets will vary based on who their target market is.*
3. What is your time frame for implementing elements of your marketing strategies plan prior to the grand opening?
  - a. *Possible Solution: Student should explain when the marketing strategies campaign will start prior to the grand opening. For example, one month prior, xyz will be done. Six months prior, we plan on doing, abc., etc.*

*Possible Solutions: Student answers will vary, but might include—customers might initially leave, but will come back due to a high level of customer service, value, expertise, selection, or loyalty.*

*Types of promotion/Promotional Mix/Plan to be shared during the presentation:*

- *Advertising*
- *Personal Selling*
- *Sales Promotion (contests, rebates, sweepstakes, etc)*
- *Public Relations (Social Media-celebrity endorsers)*
- *Direct Marketing*

After the participant has presented his/her ideas and has answered your (judge's) questions, you (judge) will conclude the role-play by thanking him/her for his/her 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, 2016**

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

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA: MARKET PLANNING**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the concept of marketing strategies	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the concept of market and market identification	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the nature of marketing planning	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain the nature of marketing plans	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain the role of situation analysis in the marketing planning process	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
<b>TOTAL SCORE</b>						