



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning

SPORTS & ENTERTAINMENT MARKETING 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 concept of marketing strategies
2. Explain the concept of market and market identification
3. Explain the nature of marketing plans
4. Explain the role of situation analysis in the marketing planning process
5. Explain the concept of product mix

EVENT SITUATION

You are to assume the role of ASSISTANT MARKETING DIRECTOR of the CENTRAL CITY CRUSH semi-professional football team. Mr./Ms. Jansen, the Owner (judge), has decided to increase the secondary and tertiary markets of the team. The owner would like for you to recommend merchandise and develop promotional strategies that will appeal to a new target market. They currently have a strong primary market targeting males 15-45 years of age. The secondary and tertiary markets the owner wants you focus on are:

- 1) Families with children
- 2) Local Business Groups

The Crush play a summer schedule of ten weekly games on either Saturday or Sunday. Five games are at home and five are on the road. Most players on the Crush are 20-35 years of age and played some collegiate football.

The Crush has only been in the league for three years and have had a slow but steady growth in attendance. Attendance was approximately 1200 people per game in the first year increasing to just under 1800 per game in their third season. The majority of the attendance comes from the Central City area with a population of approximately 100,000 people. Ticket prices have been holding steady at \$10 per game with no real specials or promotions.

Mr./Ms. Jansen, the owner (judge), has targeted the team's "Crush Shop" (gift shop at the ticket office that is open all year long) for a merchandise update targeting the new secondary and tertiary markets. Currently, the shop has a few basic t-shirts, sweatshirts, hoodies, jerseys, and hats. Most of the merchandise is for the primary younger male market. Mr./Ms. Jansen feels by diversifying the merchandise to the new markets, the team will sell more gear and it may be used to promote the team and also game day events. There are a wide variety of possibilities but the owner has narrowed the choices.

Of the items listed below, the owner (judge) would like you to narrow the new merchandise to no more than eight different items. Also, the owner would like you to develop a merchandise special and some creative sales promotion ideas for the merchandise to interest our new targeted secondary and tertiary markets. The list of possible items include:

Seat Cushions	Children's T-Shirts	Children's Jerseys	Team Pictures w/Frames
Can/Bottle Coolers	Children's Hoodies	Women's Jerseys	Player Pictures w/Frames
Bumper Stickers	Women's T-Shirts	Team Mugs	Key Chains
Noise Makers	Women's Hoodies	Bobblehead Dolls	Lanyards

Mr./Ms. Jansen the owner (judge) will meet with you in his/her office. The owner will begin the meeting by greeting you and asking to hear your ideas, and you will present your merchandise and marketing plan ideas for him/her. After you have presented your marketing strategies and answered their questions, the owner 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

You are to assume the role of Mr./Ms. Jansen, OWNER of the CENTRAL CITY CRUSH semi-professional football team. You have decided to increase the secondary and tertiary markets of the team. You have requested a meeting with the Assistant Marketing Director (participant) to recommend merchandise and develop promotional strategies that will appeal to a new target market. They currently have a strong primary market targeting males 15-45 years of age. The secondary and tertiary markets the owner wants you focus on are:

- 1) Families with children
- 2) Local Business Groups

The Crush play a summer schedule of ten weekly games on either Saturday or Sunday each week. Five games are at home and five are on the road. Most players on the Crush are 20-35 years of age and played some collegiate football.

The Crush has only been in the league for three years and have had a slow but steady growth in attendance. Attendance was approximately 1200 people per game in the first year increasing to just under 1800 per game in their third season. The majority of the attendance come from the Central City area with a population of approximately 100,000 people. Ticket prices have been holding steady at \$10 per game with no real specials or promotions.

You have targeted the team's "Crush Shop" (gift shop at the ticket office that is open all year long) for a merchandise update targeting the new secondary and tertiary markets. Currently, the shop has a few basic t-shirts, sweatshirts, hoodies, jerseys, and hats. Most of the merchandise is for the primary younger male market. You feel by diversifying the merchandise to the new markets, the team will sell more gear and it may be used to promote the team and also game day events. There are a wide variety of possibilities but you have narrowed the choices.

Of the items listed below, you would like the assistant marketing director (participant) to narrow the new merchandise to no more than eight different items. Also, you would like a merchandise special or two and some creative sales promotion ideas for the merchandise to interest our new targeted secondary and tertiary markets. The list of possible items include:

Seat Cushions	Children's T-Shirts	Children's Jerseys	Team Pictures w/Frames
Can/Bottle Coolers	Children's Hoodies	Women's Jerseys	Player Pictures w/Frames
Bumper Stickers	Women's T-Shirts	Team Mugs	Key Chains
Noise Makers	Women's Hoodies	Bobblehead Dolls	Lanyards

You will meet with the assistant marketing director (participant) in your office. You will begin the meeting by greeting the participant and asking to hear their ideas, and they will present their merchandise and marketing plan ideas for you. After they have presented their marketing and merchandise strategies to you and answered your questions you will conclude the meeting by thanking them for their work.

Judge Questions/Possible Solutions:

During the course of the meeting you are to ask the following questions of all participants:

1. How will we drive traffic to the online store? What promotions could be done to increase online usage?

Possible Solutions:

- *Ticket or regular team promotions could be linked to the store merchandise*
- *E-mails/texts/tweets to “new” customers could include pictures or merchandise specials*
- *Bold merchandise specials on the main Crush team page*

2. How often should we rotate new merchandise in the store during the year?

Possible Solutions:

- *Depending on sales and overall fan feedback should determine the rotation schedule*
- *In order to keep fans returning, the store should consider new items each season*
- *Weather can/will impact the focus during the season*

3. Are we going to be “stuck” with some merchandise if it doesn’t sell?

Possible Solutions:

- *There is a chance to purchase too much inventory of specific items; however, the team can strategically offer promotions to encourage sales.*
- *In addition, the team can always sell the items in a future season*
- *The team can also consider donating some of the extra inventory to the community. This will develop a positive image for the team AND make a difference within the fan base.*

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 & ENTERTAINMENT MARKETING,
2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: MARKET PLANNING

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of marketing strategies	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 nature of marketing plans	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	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	
5.	Explain concept of the product mix	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						