



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 concept of market and market identification
2. Identify the elements of the promotional mix
3. Coordinate activities in the promotional mix
4. Describe the use of technology in the promotional function
5. Explain the role of situation analysis in the marketing planning process

EVENT SITUATION

You are the new PROMOTION DIRECTOR for the ARCTIC EXPRESS semi-professional ice hockey team. The owner of the team Mr./Ms. Pepper (judge), has asked you to create an “out of season” week end (one day) promotion that will create a “buzz” for the upcoming season which starts in October. The owner (judge) would prefer the promotional event to be either in August or September due to the fact April to July are busy with other activities.

Cedar Bluff, a small city of 77,000 people, is the home town of your team. Peterson Arena, where the team plays, is located in Cedar Bluff downtown business district. The arena seats 5500 spectators for hockey games but the Arctic Express only averaged 3100 in attendance per game for a twenty-game home slate last season. The team was competitive in their ten-team conference but didn't have a winning season. Currently the primary market is M/F 18-24 students from the local college of 10,000 students and faculty. The secondary market is business people from the downtown area and the tertiary market is youth hockey players and their parents/guardians.

This past season ticket prices ranged from \$10-60 for each game. There were a few promotional activity nights but not any outstanding events. Mr./Ms. Pepper is excited about the upcoming season due to the fact there are some new players on the team. These players are extremely fast and the owner (judge) would like to incorporate that fact into all the upcoming season's promotions. The owner is also very fond of the team mascot “Chilly the Penguin”. Chilly is available for all promotions, wears the team's blue, black, and silver jersey, and is great with the fans.

Finally, Mr./Ms. Pepper has requested the week end (one day) promotion plan include something to electronically notify the current 600 season ticket holders of the event. The owner feels these are your core fans and they have stood by the team in good and poor seasons.

You will present your promotional event ideas to Mr./Ms. Pepper in their office. The owner will begin the meeting by greeting you and asking to hear your team's ideas. After you have presented your ideas 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. PEPPER, THE OWNER, OF THE ARCTIC EXPRESS minor league ice hockey team. You have asked the team's Promotion Director (student participant) to create an "out of season" week end (one day) promotion that will create a "buzz" for the upcoming season which starts in October. You would prefer the promotional event to be either in August or September due to the fact April to July are busy with other team activities.

Cedar Bluff, a small city of 77,000 people, is the home town of your team. Peterson Arena, where your team plays, is located in Cedar Bluff downtown business district. The arena seats 5500 spectators for hockey games but the Arctic Express only averaged 3100 in attendance per game for a twenty-game home slate last season. The team was competitive in their ten-team conference but didn't have a winning season. Currently the primary market is M/F 18-24 students from the local college of 10,000 students and faculty. The secondary market is business people from the downtown area and the tertiary market is youth hockey players and their parents/guardians.

This past season ticket prices ranged from \$10-60 for each game. There were a few promotional activity nights but not any outstanding events. You are very excited about the upcoming season due to the fact there are some new players on the team. These players are extremely fast and you would like to incorporate that fact into all the upcoming season's promotions. You also are very fond of the team mascot "Chilly the Penguin". Chilly is available for all promotions, wears the team's blue, black, and silver jersey, and is great with the fans.

You have requested the week end (one day) promotion plan include something to electronically notify the current 600 season ticket holders of the event. You have always felt these are your core fans and they have stood by the team in good and poor seasons.

The Promotion Director (student participant) will present their ideas in your office. You will begin the meeting by greeting the student. After the student is done presenting their ideas you may ask up to three questions of the student. At that time, you will thank them for their work to conclude the role play.

During the course of the role-play you are to ask the following questions of each participant:

1. Do you think the length of promotional activities is appropriate?
 - a. *Possible Solutions:*
 - i. *Show a concept of length of time to accomplish the event coordination and promotion leading to it*
2. Why did you target the specific market for this promotion?
 - a. *Possible Solutions:*
 - i. *They should match the event to a specific group of customers*
 - ii. *They should give reasons related to ticket sales in the future*
3. Should we have people available to sell tickets right at the event?
 - a. *Possible Solutions:*
 - i. *YES! Anytime customers are willing to purchase our quality product we HAVE to do it!*

Once the participant has answered your questions, you will conclude the role-play by thanking the 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.

Performance Indicator Information

1. **Explain the concept of market and market identification:** Target marketing: Primary, Secondary, Tertiary markets also using demographics, geographics, psychographics, and economic reasons
2. **Identify the elements of the promotional mix:** The key parts should/may include: Advertising, Sales Promotions, Public Relations, and even Merchandising or Personal Selling
3. **Coordinate activities in the promotional mix:** Show the correlation between types of promotions and their time frame to do them. Also, how they worked together for the objective(s) of the event
4. **Describe the use of technology in the promotional function:** Use of various technology (social media, e-mail, text, tweets, etc.) to notify season ticket holders and possibly future customers
5. **Explain the role of situation analysis in the marketing planning process:** Finding the strengths and weaknesses (possibly a SWOT analysis) for the team's image and past or future operations. Then match the marketing ideas to those analysis facts or ideas



**SPORTS AND ENTERTAINMENT MARKETING
SERIES, 2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA
Promotion**

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Explain the concept of market and market identification	10-11	12-13	14	
2.	Identify the elements of the promotional mix	10-11	12-13	14	
3.	Coordinate activities in the promotional mix	10-11	12-13	14	
4.	Describe the use of technology in the promotional function	10-11	12-13	14	
5.	Explain the role of situation analysis in the marketing planning process	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator