



SPORTS AND ENTERTAINMENT MARKETING

ROLE-PLAYS USED IN DECA'S
INDIVIDUAL SERIES EVENTS



2018



SPORTS + ENTERTAINMENT MARKETING SERIES

2018 ROLE-PLAYS

INCLUDES:

INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

ROLE-PLAY 1: SELLING

ROLE-PLAY 2: MARKET PLANNING

ROLE-PLAY 3: PROMOTION



INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

With its connection to National Curriculum Standards, DECA's Competitive Events Program is designed to be integrated into classroom instruction to help members apply learning and connect to business. As teaching tools, DECA's role-plays and case studies provide relevant, meaningful problems for students to solve, provide a standards-based evaluation, increase rigor of the instruction, result in evidence of student learning and expose students to DECA – all as part of classroom instruction.

STEP 1: FAMILIARIZE YOURSELF WITH EVENT GUIDELINES AND PERFORMANCE INDICATORS.

Use the DECA Guide to familiarize yourself with event guidelines that explain how each competitive event will operate – time limits, exam specifications, interactions with a judge, etc.

Role-plays and case studies are developed using performance indicators – key concepts from national curriculum standards that students should learn during the school year. DECA uses five lists of performance indicators which are organized by career cluster – business administration core, business management and administration, finance, hospitality and tourism, and marketing, as well as personal financial literacy.

Each performance indicator list is arranged by instructional areas to assist advisors with planning units of instruction. Advisors teaching accounting courses, for example, can use the Finance Career Cluster performance indicator list to plan their curriculum while advisors teaching marketing courses can use the Marketing Career Cluster performance indicator list.

STEP 2: UNDERSTAND HOW ROLE-PLAYS AND CASE STUDIES ARE DESIGNED.

The career cluster and primary instructional area for role-plays and case studies are identified at the top of the first page of the event.

Role-plays used for DECA's Principles of Business Administration Events measure four performance indicators from the business administration core.

Case studies used for DECA's Team Decision Making Events measure seven performance indicators. Usually, at least four of the seven performance indicators have been selected from the case study's instructional area. Therefore, if the event situation is asking the participant to develop a promotion plan, most of the performance indicators will be from the promotion instructional area.

Role-plays used for DECA's Individual Series Events measure five performance indicators. Usually, at least three of the five performance indicators have been selected from the event situation's instructional area. The career pathway is also identified on the role-play, which may include performance indicators from that specific pathway as well.

Role-plays used for DECA's Personal Financial Literacy event measure three performance indicators from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

STEP 3: START ORGANIZING SAMPLE EVENTS.

Each year, DECA posts sample role-plays and case studies on deca.org. Shop DECA also sells previously used events each year. Gather these samples and begin to categorize them by instructional area.

STEP 4: USE SAMPLE EVENTS AS A CLASSROOM ACTIVITY.

As you teach different instructional areas during the year, use corresponding role-plays and case studies as learning tools. While the traditional competitive event setting requires interaction with judges, many advisors have used role-plays and case studies as:

- warm-up activities at the beginning of classes.
- writing exercises that require students to write their ideas for solving the problem presented in the role-play or case study.
- public speaking exercises that require students to deliver an oral report or recorded video that presents their ideas for solving the problem presented in the role-play or case study.
- assessment tools in lieu of a multiple-choice quiz/test.

Since the evaluation form for each role-play and case study assesses the performance indicators, you are assessing students' performance according to national curriculum standards which are industry validated and aligned to career clusters.

ADDITIONAL RESOURCES

Event guidelines, performance indicator lists, sample events and sample exam questions are available at www.deca.org/competitiveevents. Sample role-play presentations can be viewed at www.deca.org. Advisors may wish to show the videos and ask students to evaluate the presentations using the evaluation forms. Shop DECA sells many items to assist advisors with integrating DECA into curriculum at shopdeca.org.



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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.

21st 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 key factors in building a clientele.
2. Explain the role of customer service as a component of selling relationships.
3. Discuss motivational theories that impact buying behavior.
4. Explain the concept of product mix.
5. Communicate core values of a product/service.

EVENT SITUATION

You are to assume the role of general manager at MANE LANES, a bowling alley located in a city of 300,000 people. The owner of the bowling alley (judge) has asked you to decide what additions should be made to the business to increase traffic from 18-30-year-olds.

MANE LANES has been a staple in the community for over 40 years. The bowling alley was constructed during an exciting time when bowling leagues were extremely popular. Bowling competitions were regularly broadcast on television and top bowlers were well-known among enthusiasts. MANE LANES has 24 bowling lanes, a snack bar and a small arcade.

These days, MANE LANES often has only half of the lanes occupied by bowlers. The bulk of profits come from children's parties. There is one bowling league left in the area that occupies MANE LANES on Sunday mornings and Wednesday evenings.

There have been no additions to the services provided by MANE LANES or changes to the décor since it opened. The owner of MANE LANES (judge) has been approved for financing to give the business a remodel; the entire interior will be redone in brighter colors and additional space will be created inside for other use. The owner (judge) hopes the remodel will bring in more customers.

The owner (judge) wants to attract more 18-30-year-olds into the bowling alley. While young children and older adults do frequent the business, the 18-30-year-olds simply do not. Research has shown that the number one reason young adults do not bowl is because they do not know how to bowl, the second reason being that they feel the sport is outdated.

Given this information, the owner (judge) has asked you to decide what other services, activities and/or additions should be provided to MANE LANES that will attract 18-30-year-olds. The owner (judge) wants you to discuss how each of your recommendations will increase the 18-30-year-old clientele.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (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 owner's (judge's) questions, the owner (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. 21st 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 owner of MANE LANES, a bowling alley located in a city of 300,000 people. You have asked the general manager (participant) to decide what additions should be made to the business to increase traffic from 18-30-year-olds.

MANE LANES has been a staple in the community for over 40 years. The bowling alley was constructed during an exciting time when bowling leagues were extremely popular. Bowling competitions were regularly broadcast on television and top bowlers were well-known among enthusiasts. MANE LANES has 24 bowling lanes, a snack bar and a small arcade.

These days, MANE LANES often has only half of the lanes occupied by bowlers. The bulk of profits come from children's parties. There is one bowling league left in the area that occupies MANE LANES on Sunday mornings and Wednesday evenings.

There have been no additions to the services provided by MANE LANES or changes to the décor since it opened. You have been approved for financing to give the business a remodel; the entire interior will be redone in brighter colors and additional space will be created inside for other use. You hope the remodel will bring in more customers.

You want to attract more 18-30-year-olds into the bowling alley. While young children and older adults do frequent the business, the 18-30-year-olds simply do not. Research has shown that the

number one reason young adults do not bowl is because they do not know how to bowl, the second reason being that they feel the sport is outdated.

Given this information, you have asked the general manager (participant) to decide what other services, activities and/or additions should be provided to MANE LANES that will attract 18-30-year-olds. You want the general manager (participant) to discuss how each of the recommendations will increase the 18-30-year-old clientele.

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. Will your recommendations negatively affect our current bowling leagues and children's parties?
2. What communications channels are the best for promoting our remodel to 18-30-year-olds?
3. Will your recommendations attract any other demographics?

Once the general manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the general manager (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.

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 AND ENTERTAINMENT MARKETING SERIES, 2018

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Selling

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of a product/service?	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						



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Market Planning

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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.

21st 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 marketing plans.
2. Explain the concept of market and market identification.
3. Explain the concept of marketing strategies.
4. Identify product/service's competitive advantage.
5. Identify communications channels used in sales promotion.

EVENT SITUATION

You are to assume the role of bulk sales specialist for PREMIERE, a premium cable and satellite television network. The director of bulk sales (judge) has asked you to create a marketing plan that will identify a new target market for bulk sales and to describe marketing strategies and promotional considerations that will attract the new target market.

PREMIERE's programming primarily includes newly released movies, original television series, made-for-TV movies and various sporting events. Customers pay an extra fee or premium on their cable or satellite service bill each month to receive PREMIERE's channels. PREMIERE is the second highest rated premium network in number of subscribers.

The bulk sales department at PREMIERE has been serving hotels and other lodging properties for many years. The bulk sales department supplies hotels with PREMIERE network on every television unit in the property, giving the property an incentive if 100% of all television units feature PREMIERE and do not charge guests for access.

The bulk sales department offers an incentive for hotel properties to carry PREMIERE network. Properties with 100 television units or more that launch or renew PREMIERE network on all units and do not charge guests for access, will receive \$7.00/unit incentive for each unit if a three-year contract is signed and paid in full.

The hotel property incentive has been successful in gaining new clients for PREMIERE. To expand its bulk sales customer base, the director of bulk sales (judge) has asked you to choose one other business type that would have at least 100 television units and create a marketing plan proposing PREMIERE network on all units. You may use the \$7.00/unit incentive. The marketing plan must include strategies and methods to communicate the promotion.

You will present your ideas to the manager (judge) in a role-play to take place in the manager's (judge's) office. The manager (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 manager's (judge's) questions, the manager (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. 21st 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 the director of bulk sales for PREMIERE, a premium cable and satellite television network. You have asked the bulk sales specialist (participant) to create a marketing plan that will identify a new target market for bulk sales and to describe marketing strategies and promotional considerations that will attract the new target market.

PREMIERE's programming primarily includes newly released movies, original television series, made-for-TV movies and various sporting events. Customers pay an extra fee or premium on their cable or satellite service bill each month to receive PREMIERE's channels. PREMIERE is the second highest rated premium network in number of subscribers.

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The bulk sales department offers an incentive for hotel properties to carry PREMIERE network. Properties with 100 television units or more that launch or renew PREMIERE network on all units and do not charge guests for access, will receive \$7.00/unit incentive for each unit if a three-year contract is signed and paid in full.

The hotel property incentive has been successful in gaining new clients for PREMIERE. To expand its bulk sales customer base, you have asked the bulk sales specialist (participant) to choose one other business type that would have at least 100 television units and create a marketing plan proposing PREMIERE network on all units. The bulk sales specialist (participant) may use the \$7.00/unit incentive. The marketing plan must include strategies and methods to communicate the promotion.

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. What is the benefit of providing incentives to businesses that have more than enough money to pay for PREMIERE's services?
2. How have streaming services affected cable and satellite services?
3. How is it beneficial for a business to offer PREMIERE network?

Once the bulk sales specialist (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the bulk sales specialist (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.

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 AND ENTERTAINMENT MARKETING SERIES, 2018

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Market Planning

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	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 concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify communications channels used in sales promotion?	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						



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 21st 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.

21st 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 20th, 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 20th 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 20th, 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 20th game and beyond. The director of ticket sales (judge) wants you to decide how to promote the holiday and game leading up to June 20th 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
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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 20th, 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 20th 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 20th, 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 20th game and beyond. You want the marketing director (participant) to decide how to promote the holiday and game leading up to June 20th 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 20th?
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 20th 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.

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 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
PERFORMANCE INDICATORS						
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	
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						



\$8.00 | 18RPH13