



## **CAREER CLUSTER**

Marketing

## **INSTRUCTIONAL AREA**

Marketing

# **SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

## **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

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- Explain marketing and its importance in a global economy.
- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.
- Recognize/Reward others for their efforts and contributions.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Describe the role of customer voice in branding.

## **CASE STUDY SITUATION**

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You are to assume the roles of the director of marketing and the director of membership for TRAINING PARTNERS, a local business that provides personal fitness training. The owner of the business (judge) wants you to create a client referral program that will grow the business.

TRAINING PARTNERS offers clients personalized fitness training. Clients meet with a personal trainer to develop a fitness plan and work with them one-on-one during the hour-long sessions. TRAINING PARTNERS has a full gym with both cardiovascular machines and weight training equipment. Clients pay a one-time \$300.00 registration fee and can choose from two monthly plans, \$99/month for two sessions a week or \$175/month for four sessions a week.

Clients love the personalized service that TRAINING PARTNERS offers. The staff truly cares about clients' needs and helps them to create not only a fitness plan but also help with diet and lifestyle plans as well.

The owner of TRAINING PARTNERS (judge) wants to grow the business and wants to call upon current clients to help. The owner (judge) feels that customer referrals and customer testimonials will help encourage new clients to join. The owner (judge) has asked you to:

- Create a customer referral program and/or a customer testimonial program
- Detail specific requests and rewards of the program
- Explain how the program will encourage current clients to participate
- Explain how the program will build new clientele
- Identify ways to communicate the program to both clients and the public

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 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 INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### JUDGE CHARACTERIZATION

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You are to assume the role of the owner of TRAINING PARTNERS, a local business that provides personal fitness training. You want the director of marketing and the director of membership (participant team) to create a client referral program that will grow the business.

TRAINING PARTNERS offers clients personalized fitness training. Clients meet with a personal trainer to develop a fitness plan and work with them one-on-one during the hour-long sessions. TRAINING PARTNERS has a full gym with both cardiovascular machines and weight training equipment. Clients pay a one-time \$300.00 registration fee and can choose from two monthly plans, \$99/month for two sessions a week or \$175/month for four sessions a week.

Clients love the personalized service that TRAINING PARTNERS offers. The staff truly cares about clients' needs and helps them to create not only a fitness plan but also help with diet and lifestyle plans as well.

You want to grow the business and want to call upon current clients to help. You feel that customer referrals and customer testimonials will help encourage new clients to join. You have asked the director of marketing and the director of membership (participant team) to:

- Create a customer referral program and/or a customer testimonial program
- Detail specific requests and rewards of the program
- Explain how the program will encourage current clients to participate
- Explain how the program will build new clientele
- Identify ways to communicate the program to both clients and the public

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

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

1. How can we manage negative online testimonials?
2. What social media platforms would you recommend to promote these opportunities?

Once the director of marketing and the director of membership (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of marketing and the director of membership (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

## EVALUATION INSTRUCTIONS

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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 demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants 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 TEAM DECISION MAKING 2023

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA:**  
Marketing

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

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain marketing and its importance in a global economy?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6	7-8	9-10	
4.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6	7-8	9-10	
5.	Recognize/Reward others for their efforts and contributions?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
7.	Describe the role of customer voice in branding?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						