SPRINTS AND ENTERTAINMENT MARKETING
TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

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

21st CENTURY SKILLS

▪ 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

▪ Explain the role of promotion as a marketing function.
▪ Explain the types of promotion.
▪ Identify the elements of the promotional mix.
▪ Explain types of advertising media.
▪ Explain the components of advertisements.
▪ Explain the concept of market and market identification.
▪ Explain the concept of marketing strategies.
CASE STUDY SITUATION

You are to assume the roles of the marketing specialist and the promotions specialist for KNOWLEDGE NETWORK, a cable television channel. The director of marketing (judge) wants you to determine how to best advertise a change to the broadcast of a popular annual event.

KNOWLEDGE NETWORK has a wide variety of educational programming for all ages and is available on bundled packages through cable and satellite television providers. Just last year, KNOWLEDGE NETWORK began its new subscription streaming service, More Knowledge. More Knowledge allows households that do not have cable or satellite television packages the ability to view content and offers KNOWLEDGE NETWORK enthusiasts bonus premium content. More Knowledge pricing begins at $4.99/month.

Each year the Spelling Bee Championship is held for youths aged 14 and under. The event has become more and more popular year after year. For the past 15 years the event has been broadcast exclusively on KNOWLEDGE NETWORK, and it ranks as the second highest rated program on the network.

This year, in an attempt to gain additional More Knowledge subscribers, the network has decided to move the Spelling Bee Championship programming to More Knowledge.

The director of marketing (judge) wants your team to create a plan that will promote the Spelling Bee Championship and its move to More Knowledge. The plan must include:

- Explanation of types of promotion
- Elements of the promotional mix to use
- Types of advertising media for the promotion
- Sample advertisements
- Target market
- Specific marketing strategies for use in plan

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing’s (judge’s) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of marketing’s (judge’s) questions, the director of marketing (judge) will conclude the role-play by thanking you for your work.
In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st 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

You are to assume the role of the director of marketing for KNOWLEDGE NETWORK, a cable television channel. You want the marketing specialist and the promotion specialist (participant team) to determine how to best advertise a change to the broadcast of a popular annual event.

KNOWLEDGE NETWORK has a wide variety of educational programming for all ages and is available on bundled packages through cable and satellite television providers. Just last year, KNOWLEDGE NETWORK began its new subscription streaming service, More Knowledge. More Knowledge allows households that do not have cable or satellite television packages the ability to view content and offers KNOWLEDGE NETWORK enthusiasts bonus premium content. More Knowledge pricing begins at $4.99/month.

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This year, in an attempt to gain additional More Knowledge subscribers, the network has decided to move the Spelling Bee Championship programming to More Knowledge.

You want the marketing specialist and the promotion specialist (participant team) to create a plan that will promote the Spelling Bee Championship and its move to More Knowledge. The plan must include:

-Explanation of types of promotion
-Elements of the promotional mix to use
-Types of advertising media for the promotion
• Sample advertisements
• Target market
• Specific marketing strategies for use in plan

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 long should the promotional plan run?
2. Why should we include or not include other More Knowledge program content in the ads?

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

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

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.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>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 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
### Sports and Entertainment Marketing Team Decision Making

**Judge's Evaluation Form**

**district event**

**Instructional Area:** Promotion

**Participant:** __________________________

**Participant:** __________________________

**ID Number:** __________________________

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**Did the participant team:**

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explain the role of promotion as a marketing function?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>2. Explain the types of promotion?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>3. Identify the elements of the promotional mix?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>4. Explain types of advertising media?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>5. Explain the components of advertisements?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>6. Explain the concept of market and market identification?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>7. Explain the concept of marketing strategies?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

**21st Century Skills**

| 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                   |

**Total Score**