



## **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 21<sup>st</sup> 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 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

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- Explain the nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Identify product's/service's competitive advantage.
- Describe factors used by marketers to position products/services.

## **EVENT SITUATION**

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You are to assume the role of the marketing manager for SUNNYDALE CIRCUS, a regional traveling circus. The manager (judge) wants you to create a marketing plan that will promote the new traveling show.

SUNNYDALE CIRCUS has been in business for over 100 years and was a fan favorite. The shows contained all of the traditional circus acts including many animals: elephants, camels, lions, tigers and bears. Over the last 20 years, more attention has been paid to the animal welfare with circuses, including SUNNYDALE CIRCUS. Many animal organizations cited that circus animals were not living healthy lives and were treated like unpaid employees of the circuses.

In response, SUNNYDALE CIRCUS has completely eliminated all animals from its new traveling circus show. Beginning in spring 2024, SUNNYDALE CIRCUS “Let Us Entertain You” will begin a 120-city tour. The new show, “Let Us Entertain You,” will focus on human entertainers: clowns, illusionists, acrobats, gymnasts, stunt performers, tight-rope performers and trapeze artists.

The manager (judge) wants you to create a marketing plan that will effectively promote SUNNYDALE CIRCUS “Let Us Entertain You.”

You will present your plan 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 the plan and have answered the manager’s (judge’s) questions, the manager (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge 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 manager for SUNNYDALE CIRCUS, a regional traveling circus. You want the marketing manager (participant) to create a marketing plan that will promote the new traveling show.

SUNNYDALE CIRCUS has been in business for over 100 years and was a fan favorite. The shows contained all of the traditional circus acts including many animals: elephants, camels, lions, tigers and bears. Over the last 20 years, more attention has been paid to the animal welfare with circuses, including SUNNYDALE CIRCUS. Many animal organizations cited that circus animals were not living healthy lives and were treated like unpaid employees of the circuses.

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You want the marketing manager (participant) to create a marketing plan that will effectively promote SUNNYDALE CIRCUS “Let Us Entertain You.”

The participant will present information 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. If the tour begins spring 2024, when should we begin marketing it?
2. What’s the best communication channels to use in our marketing?

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

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

## **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.

### **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	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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this

performance indicator.



## SPORTS AND ENTERTAINMENT MARKETING SERIES 2024

### JUDGE'S EVALUATION FORM DISTRICT EVENT 1

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

### INSTRUCTIONAL AREA: Market Planning

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
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's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						