



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Market Planning

SPORTS 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 nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Explain the role of situation analysis in the marketing planning process.
- Describe factors used by businesses to position corporate brands.
- Explain the role of promotion as a marketing function.
- Identify communications channels used in sales promotion.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of sales for MAYHEM MYSTERIES, a new entertainment venue that facilitates fun mystery parties for one large group or combined small groups. The owner (judge) wants your team to create a marketing plan for a chosen target market to promote the opening of MAYHEM MYSTERIES.

MAYHEM MYSTERIES will soon be opening in a city with 200,000 people. The city boasts a university, large hospital system and several corporate office parks.

MAYHEM MYSTERIES is located in a large warehouse that contains three ballrooms, each offering a different mystery party theme with coordinating costumes, props and décor. Each ballroom can hold up to 25 people total. Reservations are accepted for an entire ballroom for an exclusive experience, or for groups of 2-6 people that are combined for a mixed group experience. Every other month, new mystery themes will be introduced. One ballroom will host themes appropriate for younger crowds, while two ballrooms will have scarier themes geared toward an adult audience.

Guests can volunteer to participate in the 90-minute mystery as a main character, a supporting character or an accessory character that has no speaking parts. Guests are provided with beverages, appetizers and/or desserts during the event. A MAYHEM MYSTERIES host facilitates the mystery party by welcoming guests, explaining the process and providing guidance throughout the party.

The owner (judge) is excited to open MAYHEM MYSTERIES and wants your team to develop a marketing plan for its launch. The owner (judge) wants the marketing plan to contain the following:

- A specific target market
- Marketing strategies appropriate for the chosen target market
- Situation analysis – potential opportunities and challenges
- Factors in positioning MAYHEM MYSTERIES
- Best communications channels to reach target market

You will present the plan 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 plan. After you have presented the plan 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

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 owner of MAYHEM MYSTERIES, a new entertainment venue that facilitates fun mystery parties for one large group or combined small groups. You want the director of marketing and the director of sales (participant team) to create a marketing plan for a chosen target market to promote the opening of MAYHEM MYSTERIES.

MAYHEM MYSTERIES will soon be opening in a city with 200,000 people. The city boasts a university, large hospital system and several corporate office parks.

MAYHEM MYSTERIES is located in a large warehouse that contains three ballrooms, each offering a different mystery party theme with coordinating costumes, props and décor. Each ballroom can hold up to 25 people total. Reservations are accepted for an entire ballroom for an exclusive experience, or for groups of 2-6 people that are combined for a mixed group experience. Every other month, new mystery themes will be introduced. One ballroom will host themes appropriate for younger crowds, while two ballrooms will have scarier themes geared toward an adult audience.

Guests can volunteer to participate in the 90-minute mystery as a main character, a supporting character or an accessory character that has no speaking parts. Guests are provided with beverages, appetizers and/or desserts during the event. A MAYHEM MYSTERIES host facilitates the mystery party by welcoming guests, explaining the process and providing guidance throughout the party.

You are excited to open MAYHEM MYSTERIES and want the director of marketing and the director of sales (participant team) to develop a marketing plan for its launch. You want the marketing plan to contain the following:

- A specific target market
- Marketing strategies appropriate for the chosen target market
- Situation analysis – potential opportunities and challenges
- Factors in positioning MAYHEM MYSTERIES
- Best communications channels to reach target market

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. Who should be our secondary target market?
2. What time of year do you think we will attract the most business and how should we prepare?

Once the director of marketing and the director of sales (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 sales (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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

Participant: _____

INSTRUCTIONAL AREA: Market Planning

ID Number: _____

Did the participant team:		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	
2.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6	7-8	9-10	
5.	Describe factors used by businesses to position corporate brands?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
7.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
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						

