



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Selling

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 and scope of the selling function.
- Explain legal and ethical considerations in selling.
- Describe the use of technology in the selling function.
- Discuss motivational theories that impact buying behavior.
- Identify the elements of the promotional mix.
- Describe factors used by marketers to position products/services.
- Determine factors affecting business risk.

CASE STUDY SITUATION

You are to assume the roles of the director of sales and the director of marketing for WOLVERINE ATHLETICS, the division of BIG CITY COLLEGE that sells admission tickets to all of the college's sporting events. The general manager (judge) wants your team to determine how to use elements of the promotional mix to sell undesirable tickets to football games.

Along with all other sporting events, WOLVERINE ATHLETICS manages the sale of tickets to the team's football games on a mobile app. The home stadium seats 65,000 people and the seats are priced based on desirable seating. The highest priced tickets are shaded and feature a full view of the field. The least desirable seats feature either a limited view, not a full view of the field, or an obstructed view, which indicates there is something in the line of sight: a pole, speakers or sound board, that completely obstructs portions of the field.

At the start of the season, the obstructed view tickets sold out just as quickly as the full view tickets, but as ticketholders realized that only 30% - 50% of the field is within the normal line of vision, ticket sales for these tickets decreased dramatically. Now the only time the obstructed view tickets sell is when the team is playing a big-name opponent.

With three home games left in the season and none against big-name opponents, the general manager (judge) wants your team to use elements of the promotional mix to sell the obstructed view tickets. The general manager (judge) wants your plan to be ethical and identify that the tickets involve a sub-par viewing experience, utilize technology and contain strategies that will positively impact buying behavior.

You will present the plan to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general manager (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 general manager's (judge's) questions, the general 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, 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 general manager for WOLVERINE ATHLETICS, the division of BIG CITY COLLEGE that sells admission tickets to all of the college's sporting events. You want the director of sales and the director of marketing (participant team) to determine how to use elements of the promotional mix to sell undesirable tickets to football games.

Along with all other sporting events, WOLVERINE ATHLETICS manages the sale of tickets to the team's football games on a mobile app. The home stadium seats 65,000 people and the seats are priced based on desirable seating. The highest priced tickets are shaded and feature a full view of the field. The least desirable seats feature either a limited view, not a full view of the field, or an obstructed view, which indicates there is something in the line of sight: a pole, speakers or sound board, that completely obstructs portions of the field.

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With three home games left in the season and none against big-name opponents, you want the director of sales and the director of marketing (participant team) to use elements of the promotional mix to sell the obstructed view tickets. You want the director of sales and the director of marketing (participant team) to be ethical and identify that the tickets involve a sub-par viewing experience, utilize technology and contain strategies that will positively impact buying behavior.

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. What will your plan cost us?
2. Who is the target market of your plan?

Once the director of sales and the director of marketing (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of sales and the director of marketing (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 2

INSTRUCTIONAL AREA: Selling

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the selling function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain legal and ethical considerations in selling?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe the use of technology in the selling function?	0-1-2-3	4-5-6	7-8	9-10	
4.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
7.	Determine factors affecting business risk?	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						