



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Product/Service Management

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

- Generate product ideas.
- Analyze product information to identify product features and benefits.
- Explain the concept of product mix.
- Describe factors used by marketers to position products/services.
- Explain the nature of corporate branding.
- Identify the impact of product life cycles on marketing decisions.
- Explain factors that impact customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of merchandising for FITNESS SAVVY, an online retailer that sells a variety of exercise equipment. The president of the company (judge) wants your team to generate ideas for additional products the retailer can sell to increase sales during the second and third quarters.

FITNESS SAVVY sells a variety of exercise equipment including spin bikes, treadmills, gliders, Pilates towers, kettlebells and other strength training equipment. The retailer does not have physical store locations, but instead sells its products exclusively online. Customers love the name brands and the value brands of merchandise and appreciate the easy flat rate shipping charge.

FITNESS SAVVY sees high sales in November and December as people shop for holiday gifts but see the highest sales in January and February as people like to begin the new year with healthier resolutions and lifestyles. Unfortunately, the retailer sees the lowest sales in the second and third quarters. These months typically have warmer outdoor weather that leads people to exercise outdoors.

To make up for lower sales, FITNESS SAVVY has tried adding different product lines. First, FITNESS SAVVY tried adding fitness apparel for both men and women, but the endeavor was not successful. Shoppers like to try-on fitness apparel and most already have a preferred brand or store for fitness apparel needs.

Last year, FITNESS SAVVY added vitamins, supplements and nutritional bars to the product mix. Once again, the endeavor was not successful. Shoppers would rather grab these items from a grocery store, drug store or discount store instead of ordering online.

The president of FITNESS SAVVY (judge) wants your team to generate product ideas for the retailer to add to the product mix. The products must fit the corporate brand image, be marketable and have features and benefits that would attract online shoppers.

Once your team has explained the product ideas, your team must determine factors to use to position the products and identify the elements that will influence sales.

You will present the ideas to the president (judge) in a role-play to take place in the president's (judge's) office. The president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the president's (judge's) questions, the president (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 president of FITNESS SAVVY, an online retailer that sells a variety of exercise equipment. You want the director of marketing and the director of merchandising (participant team) to generate ideas for additional products the retailer can sell to increase sales during the second and third quarters.

FITNESS SAVVY sells a variety of exercise equipment including spin bikes, treadmills, gliders, Pilates towers, kettlebells and other strength training equipment. The retailer does not have physical store locations, but instead sells its products exclusively online. Customers love the name brands and the value brands of merchandise and appreciate the easy flat rate shipping charge.

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Last year, FITNESS SAVVY added vitamins, supplements and nutritional bars to the product mix. Once again, the endeavor was not successful. Shoppers would rather grab these items from a grocery store, drug store or discount store instead of ordering online.

You want the director of marketing and the director of merchandising (participant team) to generate product ideas for the retailer to add to the product mix. The products must fit the corporate brand image, be marketable and have features and benefits that would attract online shoppers.

Once the director of marketing and the director of merchandising (participant team) have explained the product ideas, the director of marketing and the director of merchandising (participant team) must determine factors to use to position the products and identify the elements that will influence sales.

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. Why are your product ideas better than the other products we've tried?
2. How do your products make sense for second and third quarter sales?

Once the director of marketing and the director of merchandising (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 merchandising (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
ICDC PRELIMINARY

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Generate product ideas?	0-1-2-3	4-5-6	7-8	9-10	
2.	Analyze product information to identify product features and benefits?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the nature of corporate branding?	0-1-2-3	4-5-6	7-8	9-10	
6.	Identify the impact of product life cycles on marketing decisions?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that impact customer/client/business buying behavior?	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						