



**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.
- Explain factors that influence customer/client/business buying behavior.

## **EVENT SITUATION**

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You are to assume the role of the manager for CITY MINI-GOLF, a local miniature golf, or putt-putt, course located in a town of 40,000 people. The owner (judge) wants you to develop a marketing plan that will attract teenagers within the area to participate in the business's first mini-golf tournament.

CITY MINI-GOLF is open year-round, only closing when weather is inclement. An 18-hole round of miniature golf is priced at \$8 for children aged 12 and under and \$10 for those older than 12-years-old. The course features fun landmarks from around the city including the local high school, shopping mall, park, and various downtown buildings. CITY MINI-GOLF opened five years ago and is a popular destination among teenagers on dates and families with young children.

Last year, two brothers on TikTok became a viral mini-golf sensation when they began posting videos of themselves playing at various mini-golf courses. The two brothers are amateurs but have fun exploring new courses and playing the game. The attention to these videos has increased business at mini-golf courses throughout the nation, including CITY MINI-GOLF.

The owner of CITY MINI-GOLF (judge) wants to take advantage of the boom in business and hold the business's first ever mini-golf tournament. The tournament will follow a single-elimination bracket, and depending on registration numbers will be held on a Saturday next month. There will be a \$5 registration fee.

The owner (judge) wants you to develop a marketing plan that will attract teenagers within the area to participate in CITY MINI-GOLF'S first tournament.

You will present your 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 ideas. 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**

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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**

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You are to assume the role of the owner of CITY MINI-GOLF, a local miniature golf, or putt-putt, course located in a town of 40,000 people. You want the manager (participant) to develop a marketing plan that will attract teenagers within the area to participate in the business's first mini-golf tournament.

CITY MINI-GOLF is open year-round, only closing when weather is inclement. An 18-hole round of miniature golf is priced at \$8 for children aged 12 and under and \$10 for those older than 12-years-old. The course features fun landmarks from around the city including the local high school, shopping mall, park, and various downtown buildings. CITY MINI-GOLF opened five years ago and is a popular destination among teenagers on dates and families with young children.

Last year two brothers on TikTok became a viral mini-golf sensation when they began posting videos of themselves playing at various mini-golf courses. The two brothers are amateurs but have fun exploring new courses and playing the game. The attention to these videos has increased business at mini-golf courses throughout the nation, including CITY MINI-GOLF.

You want take advantage of the boom in business and hold the business's first ever mini-golf tournament. The tournament will follow a single-elimination bracket, and depending on registration numbers will be held on a Saturday next month. There will be a \$5 registration fee.

You want the manager (participant) to develop a marketing plan that will attract teenagers within the area to participate in CITY MINI-GOLF's first tournament.

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. What fun "extras" can we incorporate into the tournament?
2. Who else should we target besides teenagers?

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

Level of Evaluation	Interpretation Level
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 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

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

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

### INSTRUCTIONAL AREA: Market Planning

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.	Explain factors that influence customer/client/business buying behavior?	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>						