



SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

SEM-26
ICDC Preliminary 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Communicate core values of product/service.
- Describe factors used by marketers to position products/services.

EVENT SITUATION

You are to assume the role of the chief marketing officer for ASSOCIATION OF MOTION PICTURES ARTS & SCIENCES (AMPAS), a professional organization with the goal of advancing the arts and sciences of motion pictures. The president (judge) wants you to create a marketing plan for the organization's premiere event that targets Generation Z.

Every spring season, AMPAS hosts a premiere event to honor the top films of the previous year. The ceremony has been nicknamed *The Awards*, due to the "the award" being given to the winner of each category. Known as Hollywood's biggest night, the event begins with a star-studded red carpet where actors, writers, directors and other industry leaders make their entrance before the ceremony.

For many years, *The Awards* was one of the most watched programs of the year and consistently topped the night's television ratings; however, in the last two decades, viewership has waned. Next year will be the final time the ceremony is broadcast on network television, after which it will move to a streaming platform for one year. If the ratings do not improve, the future of the broadcast is uncertain. With the 100th anniversary approaching in 2028, it is imperative that in 2027 *The Awards* viewership is up.

The president (judge) wants you to determine how to get more of Generation Z, ages 15-30, to stream *The Awards* in spring of 2027. The president (judge) wants your ideas on how to gain viewership from that demographic and develop a marketing plan to target them.

You will present your 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 your 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

JUDGE CHARACTERIZATION

You are to assume the role of the president of the ASSOCIATION OF MOTION PICTURES ARTS & SCIENCES (AMPAS), a professional organization with the goal of advancing the arts and sciences of motion pictures. You want the chief marketing officer (participant) to create a marketing plan for the organization's premiere event that targets Generation Z.

Every spring season, AMPAS hosts a premiere event to honor the top films of the previous year. The ceremony has been nicknamed *The Awards*, due to the "the award" being given to the winner of each category. Known as Hollywood's biggest night, the event begins with a star-studded red carpet where actors, writers, directors and other industry leaders make their entrance before the ceremony.

For many years, *The Awards* was one of the most watched programs of the year and consistently topped the night's television ratings; however, in the last two decades, viewership has waned. Next year will be the final time the ceremony is broadcast on network television, after which it will move to a streaming platform for one year. If the ratings do not improve, the future of the broadcast is uncertain. With the 100th anniversary approaching in 2028, it is imperative that in 2027 *The Awards* viewership is up.

You want the chief marketing officer (participant) to determine how to get more of Generation Z, ages 15-30, to stream *The Awards* in spring of 2027. You want the chief marketing officer's (participant's) ideas on how to gain viewership from that demographic and develop a marketing plan to target them.

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. With this being the first year switching to the streaming platform, how can we tell if your plan was effective?
2. How can the streaming platform use our marketing plan to solicit advertisers?

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

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

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



SPORTS AND ENTERTAINMENT MARKETING SERIES – 2026

JUDGE'S EVALUATION FORM ICDC PRELIMINARY EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Market Planning

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	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.	Communicate core values of product/service.	0-1-2-3	4-5-6	7-8-9	10	
5.	Describe factors used by marketers to position products/services.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						