



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Product/Service Management

PARTICIPANT INSTRUCTIONS

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

You have up to 30 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 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, 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

- Generate product ideas.
- Describe the nature of product bundling.
- Describe factors used by marketers to position products/services.
- Describe the role of customer voice in branding.
- Explain factors affecting pricing decisions.

CASE STUDY SITUATION

You are to assume the roles of the ticket operations manager and the fan experience manager for MID-CITY SUNS FC, a professional women's soccer team in the UNITED SOCCER LEAGUE. The director of marketing (judge) wants your team to create a season ticket package that offers more than seating at home games.

MID-CITY SUNS FC was founded only three years ago and became champions of the league in their inaugural season. Fans have been flocking to home games after the championship win, and the stadium has sold out for more than half of the 14 home games. In year one, ticket prices ranged from \$12-\$48 per ticket, but as games have sold out the prices now range from \$23-\$75 per ticket.

The fans have not complained about the increase in ticket pricing; however, they are upset at the lack of team merchandise available. There is plenty of merchandise for Mid-City's men's soccer team that has never won a championship, but the kiosks and retail stores at the stadium have very little SUNS merchandise. Fans shared on social media that the concession prices have increased, and they are not happy that "the same boring food options get more expensive each season."

One suggestion the director of marketing (judge) had was to create a season ticket program for passionate MID-CITY SUNS FC fans. A season ticket would allow a seat at every home game. The director of marketing (judge) wants the season ticket to hold more value and offer more than simply a seat, so has asked your team to create a season ticket package.

The director of marketing (judge) wants your team to create the season ticket package. The package must include at least one seat at all 14 home games, but should also include other products, services, events or discounts that would entice fans to purchase. Your team must also include pricing for the season ticket package.

You will present ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of marketing's (judge's) questions, the director of marketing (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the director of marketing for MID-CITY SUNS FC, a professional women's soccer team in the UNITED SOCCER LEAGUE. You want the ticket operations manager and the fan experience manager (participant team) to create a season ticket package that offers more than seating at home games.

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One suggestion you had was to create a season ticket program for passionate MID-CITY SUNS FC fans. A season ticket would allow a seat at every home game. You want the season ticket to hold more value and offer more than simply a seat, so have asked the ticket operations manager and the fan experience manager (participant team) to create a season ticket package.

You want the ticket operations manager and the fan experience manager (participant team) to create the season ticket package. The package must include at least one seat at all 14 home games, but should also include other products, services, events or discounts that would entice fans to purchase. The ticket operations manager and the fan experience manager (participant team) must also include pricing for the season ticket package.

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. How should we unveil the new season ticket packages sale?
2. Should the season ticket package be the same for the men's team, or is it OK to offer different bundles?

Once the ticket operations manager and the fan experience manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the ticket operations manager and the fan experience manager (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 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 team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

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 TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Generate product ideas.	0-1-2-3	4-5-6	7-8-9	10	
2.	Describe the nature of product bundling.	0-1-2-3	4-5-6	7-8-9	10	
3.	Describe factors used by marketers to position products/services.	0-1-2-3	4-5-6	7-8-9	10	
4.	Describe the role of customer voice in branding.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain factors affecting pricing decisions.	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						