



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Marketing-Information
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

- Describe the need for marketing data.
- Identify data monitored for marketing decision making.
- Discuss the nature of sampling plans (i.e., who, how many, how chosen).
- Describe data-collection methods.
- Recognize/Reward others for their efforts and contributions.

CASE STUDY SITUATION

You are to assume the roles of the marketing research manager and the subscriber services manager for FLIX-IT, a subscription video on-demand streaming service. The vice president (judge) wants your team to create a market research plan to determine the target market and pricing strategies of a new feature.

FLIX-IT has over 300 million subscribers, more than any other streaming media service. The company produces its own original content, has exclusive deals with several studios for streaming rights to their programming and has licensing distribution for most major production companies. This allows subscribers to choose from thousands of titles.

FLIX-IT's next feature, games, will soon be available. On the FLIX-IT TV app home screen, users can choose to view available games. Games can be played with up to four people at the same residence using mobile phones as controllers. Game categories include general trivia, sports, puzzles and more.

The vice president (judge) wants to gain market information before the official launch of FLIX-IT's new games feature. The vice president (judge) wants to understand the target markets, if solo or group gaming is more desirable, and if the games featured are fun and will be played. The vice president (judge) wants your team to allow a percentage of subscribers to have advance access to the games and then gather marketing data from them.

The vice president (judge) wants your team to:

- Determine sampling plan (who, how many, how chosen)
- Data needed, specific questions
- Data-collection methods
- Methods to encourage participation

You will present the plan to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (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 vice president's (judge's) questions, the vice 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 vice president for FLIX-IT, a subscription video on-demand streaming service. You want the marketing research manager and the subscriber services manager (participant team) to create a market research plan to determine the target market and pricing strategies of a new feature.

FLIX-IT has over 300 million subscribers, more than any other streaming media service. The company produces its own original content, has exclusive deals with several studios for streaming rights to their programming and has licensing distribution for most major production companies. This allows subscribers to choose from thousands of titles.

FLIX-IT's next feature, games, will soon be available. On the FLIX-IT TV app home screen, users can choose to view available games. Games can be played with up to four people at the same residence using mobile phones as controllers. Game categories include general trivia, sports, puzzles and more.

You want to gain market information before the official launch of FLIX-IT's new games feature. You want to understand the target markets, if solo or group gaming is more desirable, and if the games featured are fun and will be played. You want the marketing research manager and the subscriber services manager (participant team) to allow a percentage of subscribers to have advance access to the games and then gather marketing data from them.

You want the marketing research manager and the subscriber services manager (participant team) to:

- Determine sampling plan (who, how many, how chosen)
- Data needed, specific questions
- Data-collection methods
- Methods to encourage participation

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 should we or shouldn't we ask those in the sampling plan to keep the new games feature a secret?
2. Do you think we should offer the new games feature at no extra cost or charge extra?

Once the marketing research manager and the subscriber services manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the marketing research manager and the subscriber services 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 2

Participant: _____

Participant: _____

INSTRUCTIONAL AREA:
Marketing-Information Management

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the need for marketing data.	0-1-2-3	4-5-6	7-8-9	10	
2.	Identify data monitored for marketing decision making.	0-1-2-3	4-5-6	7-8-9	10	
3.	Discuss the nature of sampling plans (i.e., who, how many, how chosen).	0-1-2-3	4-5-6	7-8-9	10	
4.	Describe data-collection methods.	0-1-2-3	4-5-6	7-8-9	10	
5.	Recognize/Reward others for their efforts and contributions.	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						