



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Selling

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

- Explain the role of customer service as a component of selling relationships.
- Explain key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.
- Analyze product information to identify product features and benefits.
- Explain the concept of marketing strategies.

CASE STUDY SITUATION

You are to assume the roles of the director of ticket sales and the director of marketing for COLLEGE TECH ATHLETICS, the official athletics department for the NCAA teams on the COLLEGE TECH campus. The executive director (judge) wants your team to develop a sales and marketing plan for the football team's first ever international game this fall.

COLLEGE TECH has a great football program that has had winning seasons for the past two decades and has won three major college bowl games in the last ten years. Season tickets are always wait-listed and the stadium is full for nearly every home game. Fans from the local area and around the state have fierce loyalty to COLLEGE TECH's football team, the *Sharks*.

After months of negotiations, it was announced that in September, the first ever NCAA football game will be played in South America. The city of Rio de Janeiro in Brazil will host COLLEGE TECH *Sharks* vs CITY UNIVERSITY *Knights* on September 12 at SANTOS STADIUM. Officials of the NCAA are excited for the opportunity for two incredible football programs to showcase the best of the sport on an international stage while creating unforgettable experiences for student athletes, fans and residents of Rio de Janeiro and surrounding communities.

Both COLLEGE TECH and CITY UNIVERSITY have thousands of tickets to the event to sell on behalf of their team. The executive director of COLLEGE TECH ATHLETICS (judge) understands that selling tickets to a game in South America is vastly different than selling tickets to a home game and wants your team to help with ticket sale promotion.

The executive director (judge) wants your team to develop a sales and marketing plan for tickets to the game in Rio de Janeiro targeting one unique target market. The executive director (judge) wants your team to choose between current COLLEGE TECH students, COLLEGE TECH alumni, COLLEGE TECH season ticket holders or affluent residents who live in the area surrounding COLLEGE TECH.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of executive director of COLLEGE TECH ATHLETICS, the official athletics department for the NCAA teams on the COLLEGE TECH campus. You want the director of ticket sales and the director of marketing (participant team) to develop a sales and marketing plan for the football team's first ever international game this fall.

COLLEGE TECH has a great football program that has had winning seasons for the past two decades and has won three major college bowl games in the last ten years. Season tickets are always wait-listed and the stadium is full for nearly every home game. Fans from the local area and around the state have fierce loyalty to COLLEGE TECH's football team, the *Sharks*.

After months of negotiations, it was announced that in September, the first ever NCAA football game will be played in South America. The city of Rio de Janeiro in Brazil will host COLLEGE TECH *Sharks* vs CITY UNIVERSITY *Knights* on September 12 at SANTOS STADIUM. Officials of the NCAA are excited for the opportunity for two incredible football programs to showcase the best of the sport on an international stage while creating unforgettable experiences for student athletes, fans and residents of Rio de Janeiro and surrounding communities.

Both COLLEGE TECH and CITY UNIVERSITY have thousands of tickets to the event to sell on behalf of their team. You understand that selling tickets to a game in South America is vastly different than selling tickets to a home game and want the director of ticket sales and the director of marketing (participant team) to help with ticket sale promotion.

You want the director of ticket sales and the director of marketing (participant team) to develop a sales and marketing plan for tickets to the game in Rio de Janeiro targeting one unique target market. You want the director of ticket sales and the director of marketing (participant team) to choose between current COLLEGE TECH students, COLLEGE TECH alumni, COLLEGE TECH season ticket holders or affluent residents who live in the area surrounding COLLEGE TECH.

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. Explain which market is the least likely to purchase tickets.
2. Why is it important that we have fans in the stadium if we aren't at our home stadium?

Once the director of ticket sales and the director of marketing (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of ticket sales and the director of marketing (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 ICDC PRELIMINARY

INSTRUCTIONAL AREA:
Selling

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of customer service as a component of selling relationships.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain key factors in building a clientele.	0-1-2-3	4-5-6	7-8-9	10	
3.	Discuss motivational theories that impact buying behavior.	0-1-2-3	4-5-6	7-8-9	10	
4.	Analyze product information to identify product features and benefits.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the concept of marketing strategies.	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						