



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Promotion

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

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 promotion as a marketing function.
- Describe the use of technology in the promotion function.
- Explain types of advertising media.
- Identify communications channels used in sales promotion.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the roles of the promotional manager and the sales manager for TEAM RODEO, the association for professional rodeo cowboys. The executive director (judge) wants your team to use the popularity of cowboys and rodeos in entertainment to promote ticket sales for rodeo events.

Over the last five years, several television series and book series have been centered around cowboys, rodeos and the western United States. The popularity of these series has created new rodeo fans that span all ages, genders, incomes and locations. The television series *Montana* has high ratings and critical acclaim. *Montana's* popularity resulted in both a prequel series, *1882*, and a sequel series, *The Ranch*.

The book series *Bandera County* has seven books that focus on professional male and female rodeo stars as they climb their way to the top of the sport. *Bandera County* was quickly adapted into a series on a streaming service and has become the top streaming show.

The executive director of TEAM RODEO (judge) wants to turn the popularity of *Montana* and *Bandera County* into ticket sales for rodeo events. The executive director (judge) wants your team to create a promotional plan that can be used in all cities hosting a rodeo event that will leverage the popularity of cowboys and rodeos in entertainment to sell tickets to rodeo events.

The executive director (judge) wants your team to discuss:

- Types of advertising media to consider for the promotion
- The use of technology in promotion
- Specific methods to position rodeo events and tickets to the events
- Marketing strategies used to encourage ticket sales

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 analysis. After you have presented the analysis 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 the executive director for TEAM RODEO, the association for professional rodeo cowboys. You want the promotional manager and the sales manager (participant team) to use the popularity of cowboys and rodeos in entertainment to promote ticket sales for rodeo events.

Over the last five years, several television series and book series have been centered around cowboys, rodeos and the western United States. The popularity of these series has created new rodeo fans that span all ages, genders, incomes and locations. The television series *Montana* has high ratings and critical acclaim. *Montana*'s popularity resulted in both a prequel series, *1882*, and a sequel series, *The Ranch*.

The book series *Bandera County* has seven books that focus on professional male and female rodeo stars as they climb their way to the top of the sport. *Bandera County* was quickly adapted into a series on a streaming service and has become the top streaming show.

You want to turn the popularity of *Montana* and *Bandera County* into ticket sales for rodeo events. You want the promotional manager and the sales manager (participant team) to create a promotional plan that can be used in all cities hosting a rodeo event that will leverage the popularity of cowboys and rodeos in entertainment to sell tickets to rodeo events.

You want the promotional manager and the sales manager (participant team) to discuss:

- Types of advertising media to consider for the promotion
- The use of technology in promotion
- Specific methods to position rodeo events and tickets to the events
- Marketing strategies used to encourage ticket sales

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. Describe the target market of your promotion.
2. What effect will your promotion have on loyal rodeo fans?

Once the promotional manager and the sales manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the promotional manager and the sales 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.
- 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 TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function.	0-1-2-3	4-5-6	7-8-9	10	
2.	Describe the use of technology in the promotion function.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain types of advertising media.	0-1-2-3	4-5-6	7-8-9	10	
4.	Identify communications channels used in sales promotion.	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						