



ENTERTAINMENT MARKETING EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

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 60 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

- Develop customer profile.
- Explain the concept of product mix.
- Adapt product range to needs of targeted market segments.
- Determine services to provide customers.
- Identify product's/service's competitive advantage.

CASE STUDY SITUATION

You are the general manager and the director of member services at **STARLIGHT COUNTRY CLUB**, located in a city of 200,000 people. **STARLIGHT COUNTRY CLUB** opened in 1985 and is considered a premier private club in the area. **STARLIGHT** has an 18-hole golf course, three swimming pools, a dozen tennis courts and a fitness center that features top-of-the-line equipment. **STARLIGHT** also has a full-service restaurant, two lounges and three large ballrooms. Members are allowed to rent the ballrooms for special occasions.

STARLIGHT also offers members weekly social events, such as card games, Bingo games, happy hours and line-dancing.

Most **STARLIGHT** members are age 49 and older that have either been members since it opened or had parents or grandparents that were members when it opened. **STARLIGHT** has been unsuccessful in attracting and retaining new members without a previous connection to the club.

Soon **STARLIGHT** will begin an expansion to the property. The owner is excited to have more space but wants to ensure that the space is utilized to attract new, younger members. The owner would like to have new members that are under the age of 49 years old.

YOUR CHALLENGE

The owner of **STARLIGHT COUNTRY CLUB** understands that younger members will have different entertainment expectations than card games and Bingo and wants your team to determine products and services that **STARLIGHT** can offer that would attract new members under the age of 49 years old.

The owner wants your team to present recommendations on new products/services to provide, explain how the new products/services will meet the needs of the younger demographic and identify the competitive advantage of the recommended product/service recommendations.

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.

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.



ENTERTAINMENT MARKETING – 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.	Develop customer profile.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the concept of product mix.	0-1-2-3	4-5-6	7-8-9	10	
3.	Adapt product range to needs of targeted market segments.	0-1-2-3	4-5-6	7-8-9	10	
4.	Determine services to provide customers.	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify product's/service's competitive advantage.	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						