



SPORTS MARKETING EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning

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 marketing plan.
- Set marketing goals and objectives.
- Explain the concept of marketing strategies.
- Identify market segments.
- Communicate core values of product/service.

CASE STUDY SITUATION

You are the director of marketing and the director of sales for **SCORE**, the leading sports equipment manufacturing company in the nation. **SCORE** produces many pieces of sporting equipment but is best known for basketballs, baseballs and baseball bats, soccer balls, tennis rackets and tennis balls. **SCORE** is the official sports equipment provider in many professional leagues and associations.

Over the last several years, **SCORE** began producing sporting equipment that includes sensor technology. The *Score Tech* products are able to track equipment touch data, location data and other information. For example, the *Score Tech* basketball tracks make/miss statistics, spin rate, and arc. *Score Tech* products have a correlating mobile app that showcases the data for the user and offers insights and tips. *Score Tech* products include basketballs, baseballs, baseball bats and tennis rackets. Pricing for the products ranges from \$150-\$250 each.

YOUR CHALLENGE

Score Tech products have been available for purchase on the **SCORE** website and at select sporting goods stores. Initially sales were favorable, with many athletes purchasing the products to improve their game. However, sales have fallen flat and **SCORE** has not had success in engaging new customers.

The senior vice president of **SCORE** wants your team to develop a marketing plan that will promote *Score Tech* products to groups rather than to individuals. The senior vice president wants your plan to include:

- Identification of a specific market segment
- Marketing goals and objectives
- Specific marketing strategies that fit the market segment
- Methods to incorporate core values of *Score Tech*

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.



SPORTS MARKETING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Market Planning

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Develop marketing plan.	0-1-2-3	4-5-6	7-8-9	10	
2.	Set marketing goals and objectives.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the concept of marketing strategies.	0-1-2-3	4-5-6	7-8-9	10	
4.	Identify market segments.	0-1-2-3	4-5-6	7-8-9	10	
5.	Communicate core values of product/service.	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						