



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Promotion

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.
- Explain the types of promotion.
- Identify types of public-relations activities.
- Explain the concept of market and market identification.
- Employ communication styles appropriate to target audience.
- Describe marketing functions and related activities.

CASE STUDY SITUATION

You are to assume the roles of marketing consultants hired by the SOUTH CREEK HIGH SCHOOL SWIM TEAM. The athletic director (judge) has hired you to develop methods to promote the SOUTH CREEK HIGH SCHOOL SWIM TEAM to young swimmers at the SOUTH CREEK COMMUNITY POOL this summer.

South Creek's high school is a relatively small high school with only 250 students. The students either live in the city of South Creek or in the neighboring rural communities. For the last 20 years, South Creek's high school has been well-known for its swim team. Both the boys swim team and girls swim team have won numerous top awards in the state and multiple individuals throughout the years have become junior Olympian swimmers. The swim team has brought many accolades to South Creek's high school and the community.

In the last several years, the number of entering high school freshmen joining the swim team has decreased significantly. The athletic director (judge) fears that if this trend continues, the school and community could possibly see the end of the high school swimming program.

The SOUTH CREEK COMMUNITY POOL attracts community members and residents of surrounding areas each summer. It is quite common for the pool to be filled to capacity every day. Since school aged children are off during the summer months, the majority of people at the pool are school aged.

The athletic director (judge) has hired you to develop methods to promote the SOUTH CREEK HIGH SCHOOL SWIM TEAM at the SOUTH CREEK COMMUNITY POOL this summer. The athletic director (judge) wants you to target students not yet in high school. It is important to the athletic director (judge) that you communicate information about the SOUTH CREEK HIGH SCHOOL SWIM TEAM using various elements of the promotional mix, including public-relations activities.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

1. Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen career area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.
2. Participants will have a 30-minute preparation period and may make notes to use during the role-play.
3. During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.
4. During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

JUDGE CHARACTERIZATION

You are to assume the role of the athletic director for the SOUTH CREEK HIGH SCHOOL SWIM TEAM. You have hired marketing consultants (participant team) to develop methods to promote the SOUTH CREEK HIGH SCHOOL SWIM TEAM to young swimmers at the SOUTH CREEK COMMUNITY POOL this summer.

South Creek's high school is a relatively small high school with only 250 students. The students either live in the city of South Creek or in the neighboring rural communities. For the last 20 years, South Creek's high school has been well-known for its swim team. Both the boys swim team and girls swim team have won numerous top awards in the state and multiple individuals throughout the years have become junior Olympian swimmers. The swim team has brought many accolades to South Creek's high school and the community.

In the last several years, the number of entering high school freshmen joining the swim team has decreased significantly. You fear that if this trend continues, the school and community could possibly see the end of the high school swimming program.

The SOUTH CREEK COMMUNITY POOL attracts community members and residents of surrounding areas each summer. It is quite common for the pool to be filled to capacity every day. Since school aged children are off during the summer months, the majority of people at the pool are school aged.

You have hired the marketing consultants (participant team) to develop methods to promote the SOUTH CREEK HIGH SCHOOL SWIM TEAM at the SOUTH CREEK COMMUNITY POOL this summer. You want the marketing consultants (participant team) to target students not yet in high school. It is important to you that the marketing consultants (participant team) communicate information about the SOUTH CREEK HIGH SCHOOL SWIM TEAM using various elements of the promotional mix, including public-relations activities.

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team 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. How will your ideas involve the parents of the young swimmers?
2. Should the swim coach be involved in the activities you have proposed? Why or why not?
3. Would it be effective to target freshmen and sophomores in high school? Why or why not?

Once the marketing consultants (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the marketing consultants (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 ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	In any category, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.
Meets Expectations	Information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined score of 70 or better will earn the participant team DECA's Certificate of Excellence at ICDC.
Below Expectations	Information presented does not meet minimum standards of acceptability.
Little/No Value	Either some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING 2020

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Promotion

Participant: _____

ID Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	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.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the types of promotion?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify types of public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
6.	Employ communications styles appropriate to target audience?	0-1-2-3	4-5-6	7-8	9-10	
7.	Describe marketing functions and related activities?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						