



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Market Planning

## **SPORTS AND ENTERTAINMENT MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

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- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

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

## **CASE STUDY SITUATION**

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You are the district manager and the district marketing manager for MOVIE TIME THEATERS, a regional chain of movie theaters with over 200 locations, 20 located in your district. MOVIE TIME, along with other theaters, had to close its doors to traditional cinema audiences during the pandemic. In an attempt to earn money during that time, MOVIE TIME began selling concessions through a delivery app and allowed individuals to rent out theaters for private groups of twenty people or less.

All 200 MOVIE TIME locations allowed individuals to rent out an entire theater for a private event starting in May 2020. The theater rental was priced at \$150.00 and let the customer choose from a menu of over 50 classic movies. To follow pandemic guidelines, each private theater rental was limited to 20 or less people and the seating was socially distanced. Customers were able to purchase concessions at regular prices.

Now that all MOVIE TIME theaters are back to normal business operations, executives have decided to keep the private theater rental policy in place. Each MOVIE TIME location has 15 theaters that range in size from 65 seats to 150 seats. The larger theaters are reserved for box office hits in the evenings and on all day on weekends. Private reservations for the 65 seat theaters are available at all times but reservations for the 150 seat theaters are only available during weekday mornings and afternoons. Private reservations are allowed for classic movies but now also include the ability to reserve a private screening for movies currently in wide release.

The price for private reservations varies depending on the number of people and the age of the film being showcased. For a private reservation for up to 150 people in a theater showing a current movie, the price is \$500.00. For a private reservation for up to 20 people showing a classic movie, the price is still set at \$150.00.

## **YOUR CHALLENGE**

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Due to the success of private reservations, management wants to test marketing MOVIE TIME private reservations to businesses and organizations in your district. Rather than generally marketing the private reservation system, executives want your team to create a marketing plan that will specifically focus on businesses and organizations in the area.

The senior vice president of MOVIE TIME THEATERS wants your team to create a marketing plan that includes:

- Specific market segments to target
- Marketing goals and objectives
- Marketing strategies that will attract specific target market
- Methods to communicate the rewards of private reservations

## EVALUATION INSTRUCTIONS

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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.

### 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**SPORTS AND ENTERTAINMENT MARKETING  
2022**

**JUDGE'S EVALUATION FORM**  
Association Event 2

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Market Planning

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Develop marketing plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Set marketing goals and objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify market segments?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Communicate core values of product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						