



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Economics

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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any 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 principles of supply and demand.
- Explain concept of competition.
- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain how organizations adapt to today's markets.
- Explain the nature of corporate branding.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the merchandising specialist and the branding specialist for SPORTS FANATIC, a sportswear retailer. The director of operations (judge) wants you to analyze a bold new approach in merchandising and make a final recommendation.

SPORTS FANATIC has 800 store locations in the United States and Canada, with all locations being in shopping centers or malls. Most stores are 2,000 square feet and include t-shirts, sweatshirts, jerseys, hats and accessories that feature logos and names of various collegiate and professional basketball, football, baseball and soccer teams. The merchandise varies in men's, women's and youth sizes.

In addition, each SPORTS FANATIC has a small section in the front corner of each store that features t-shirts and jerseys of professional women's soccer and basketball teams in women's styles and sizes.

Viewership and sponsor interest has been on a significant rise for U.S. women's professional and collegiate sports leagues. As fandom has grown, the demand for sports merchandise has also skyrocketed. Unfortunately, there are very few outlets that sell a wide assortment of apparel featuring women's sports teams and players. The retailers that do sell the merchandise hold limited inventory and only in women's styles and sizes. Women's sports fans made more purchases on a per-fan basis than men's sports fans and spent just as much per transaction and slightly more per year on sports merchandise.

The director of operations (judge) feels that SPORTS FANATIC can step into the relatively unoccupied space and become the top destination for merchandise featuring women's teams and players. The director of operations (judge) wants to flip SPORTS FANATIC stores and have the majority of all merchandise represent women's teams and players, in a variety of styles and encompassing women's, men's and youth sizes. The small section in the front corner of each store would now feature the top selling merchandise representing men's teams and players.

The director of operations (judge) wants your team to analyze the benefits and risks involved with the new merchandising plan. The director of operations (judge) wants you to address supply and demand, marketplace competition and today's markets in your analysis. The analysis should conclude with a recommendation.

You will present the analysis to the director of operations (judge) in a role-play to take place in the director of operations' (judge's) office. The director of operations (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 director of operations' (judge's) questions, the director of operations (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.

4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the director of operations for SPORTS FANATIC, a sportswear retailer. You want the merchandising specialist and the branding specialist (participant team) to analyze a bold new approach in merchandising and make a final recommendation.

SPORTS FANATIC has 800 store locations in the United States and Canada, with all locations being in shopping centers or malls. Most stores are 2,000 square feet and include t-shirts, sweatshirts, jerseys, hats and accessories that feature logos and names of various collegiate and professional basketball, football, baseball and soccer teams. The merchandise varies in men's, women's and youth sizes.

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You feel that SPORTS FANATIC can step into the relatively unoccupied space and become the top destination for merchandise featuring women's teams and players. You want to flip SPORTS FANATIC stores and have the majority of all merchandise represent women's teams and players, in a variety of styles and encompassing women's, men's and youth sizes. The small section in the front corner of each store would now feature the top selling merchandise representing men's teams and players.

You want the merchandising specialist and the branding specialist (participant team) to analyze the benefits and risks involved with the new merchandising plan. You want the merchandising specialist and the branding specialist (participant team) to address supply and demand, marketplace competition and today's markets in your analysis. The analysis should conclude with a recommendation.

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. If we were to make a switch, what operational activities might be necessary for us to consider?
2. How can we tell if your recommendation is effective?

Once the merchandising specialist and the branding specialist (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the merchandising specialist and the branding specialist (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 | Participants 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 | Participants 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 th percentile of business personnel performing this performance indicator. |
| Below Expectations | Participants 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 th percentile of business personnel performing this performance indicator. |
| Little/No Value | Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator. |



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING 2025

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Economics

Participant: _____

ID Number: _____

| Did the participant team: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the principles of supply and demand? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 2. | Explain concept of competition? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 3. | Identify factors affecting a business's profit? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 4. | Determine factors affecting business risk? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 5. | Explain how organizations adapt to today's markets? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 6. | Explain the nature of corporate branding? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 7. | Explain factors that influence customer/client/business buying behavior? | 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 | | | | | | |