



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Pricing

## **SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 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 role-play your situation with a judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all your notes and event materials when you have completed the role-play.

#### **21<sup>st</sup> CENTURY SKILLS**

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

#### **PERFORMANCE INDICATORS**

1. Explain the nature and scope of the pricing function.
2. Explain the use of technology in the pricing function.
3. Explain factors affecting pricing decisions.
4. Discuss motivational theories that impact buying behavior.
5. Identify product's/service's competitive advantage.

## EVENT SITUATION

You are to assume the role of marketing director for CAPITAL CITY CHAMBER OF COMMERCE, a chamber located in a city with a population of 300,000 people. The chamber president (judge) has asked you to determine pricing for ticket sales to a new city event, *Taste of Capital City Festival*.

Capital City is one of the fastest growing cities in the country. The city houses a university, three hospitals, five high schools, three shopping malls, a large grocery distribution center and two factories. The city also has numerous restaurants, retailers and activities. The population of Capital City is very diverse, covering all ages and socio-economic classes.

THE CAPITAL CITY CHAMBER OF COMMERCE recently voted to begin a festival featuring the restaurants and retailers of Capital City. The goal of the festival is to offer citizens a taste of what the city's businesses offer. CHAMBER members hope the festival will become an annual event.

Plans for *Taste of Capital City Festival* are underway and so far have been extremely successful. Over 100 area businesses will be participating; the local park has been chosen as a venue; security has been hired and the promotional team is ready to begin informing the public. Before the promotion can begin, a decision must be made on the cost of tickets.

While the admission to *Taste of Capital City Festival* is free, tickets are needed to sample each of the restaurant's taste menu. Each business participating in the event must have a "taste" of their business available. The restaurants will have small tastings of menu items, the florists will give small flowers, the movie theater will give free hotdog coupons, other retailers will have promotional items, there will be small carnival rides for children and photo booths. Each "taste" must be purchased with a ticket. One ticket equals one taste. Knowing attendees will need several tickets for several tastes, it was decided that tickets would be sold individually and in strips of ten.

The president (judge) has asked you to decide how much to charge for one single taste ticket and how much to charge for a strip of ten taste tickets. With large attendance anticipated, the president (judge) would also like you to decide on advance ticket prices if tickets are bought online at the chamber website before the event.

You will present your pricing decisions and explanations to the president (judge) in a role-play to take place in the president's (judge's) office. The president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your pricing decisions and have answered the president's (judge's) questions, the president (judge) will conclude the role-play by thanking you for your work.

## JUDGE'S INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of chamber president for CAPITAL CITY CHAMBER OF COMMERCE, a chamber located in a city with a population of 300,000 people. You have asked the marketing director (participant) to determine pricing for ticket sales to a new city event, *Taste of Capital City Festival*.

Capital City is one of the fastest growing cities in the country. The city houses a university, three hospitals, five high schools, three shopping malls, a large grocery distribution center and two factories. The city also has numerous restaurants, retailers and activities. The population of Capital City is very diverse, covering all ages and socio-economic classes.

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While the admission to *Taste of Capital City Festival* is free, tickets are needed to sample each of the restaurant's taste menu. Each business participating in the event must have a "taste" of their business available. The restaurants will have small tastings of menu items, the florists will give small flowers, the movie theater will give free hotdog coupons, other retailers will have promotional items, there will be small carnival rides for children and photo booths. Each "taste" must be purchased with a ticket. One ticket equals one taste. Knowing attendees will need several tickets for several tastes, it was decided that tickets would be sold individually and in strips of ten.

You have asked the marketing director (participant) to decide how much to charge for one single taste ticket and how much to charge for a strip of ten taste tickets. With large attendance anticipated, you would also like the marketing director (participant) to decide on advance ticket prices if tickets are bought online at the chamber website before the event.

The marketing director (participant) will present pricing decisions to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What are some ways we can promote this event for free?
2. With admission being free, how can we decide if the event was successful?
3. Do you think it's more important that our businesses are happy or the attendees are happy?

Once the marketing director (participant) has explained the pricing decisions and has answered your questions, you will conclude the role-play by thanking the marketing director (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## JUDGE'S EVALUATION INSTRUCTIONS

### Evaluation Form Information

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 being 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 chairperson and the other judges to ensure complete and common understanding for judging consistency.

| Level of Evaluation  | Interpretation Level  |
|----------------------|---|
| 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  
SERIES, 2016**

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

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE SCENARIO 2016**

**INSTRUCTIONAL AREA**

Pricing

Did the participant:

|  | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|--|-----------------|--------------------|--------------------|----------------------|--------------|
|--|-----------------|--------------------|--------------------|----------------------|--------------|

**PERFORMANCE INDICATORS**

|    |  |           |         |         |          |  |
|----|--|-----------|---------|---------|----------|--|
| 1. | Explain the nature and scope of the pricing function?      | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| 2. | Explain the use of technology in the pricing function?     | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| 3. | Explain factors affecting pricing decisions?               | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| 4. | Discuss motivational theories that impact buying behavior? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| 5. | Identify product's/service's competitive advantage?        | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |

**21<sup>st</sup> CENTURY SKILLS**

|     |   |     |     |   |     |  |
|-----|---|-----|-----|---|-----|--|
| 6.  | Reason effectively and use systems thinking?              | 0-1 | 2-3 | 4 | 5-6 |  |
| 7.  | Make judgments and decisions, and solve problems?         | 0-1 | 2-3 | 4 | 5-6 |  |
| 8.  | Communicate clearly?                                      | 0-1 | 2-3 | 4 | 5-6 |  |
| 9.  | Show evidence of creativity?                              | 0-1 | 2-3 | 4 | 5-6 |  |
| 10. | Overall impression and responses to the judge's questions | 0-1 | 2-3 | 4 | 5-6 |  |

**TOTAL SCORE**