



**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 21<sup>st</sup> 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.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> 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 types of promotion.
- Explain communications channels used in public-relations activities.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Explain the nature of direct marketing channels.
- Coordinate channel management with other marketing activities.
- Explain the concept of marketing strategies.
- Explain the nature of affinity partner relationships.

## CASE STUDY SITUATION

You are to assume the roles of director of marketing and director of public affairs for BIG TOWN FOOTBALL CLUB (BTFC), an American professional soccer team that competes in the Major Soccer League (MSL). The president of the organization (judge) has asked you to develop the promotion of the team's charity fundraiser.

BIG TOWN FOOTBALL CLUB began play in 1996 as one of the charter teams in the league. The team has reached the MSL Cup several times, but unfortunately has never won. The team has several players that are considered sports celebrities and has high attendance at each home game, oftentimes reaching the 25,000 maximum capacity.

One of BTFC's players has a mother suffering from complications from diabetes. The team as a whole has rallied around the player and the player's mother as she suffers from complications. The president of BTFC (judge) has decided that the team will spearhead a fundraising effort for diabetes research in honor of the player's mother. The funds raised will go to DIABETES RESEARCH FUND. The president (judge) knows that with thousands of loyal BTFC fans, the charity is sure to receive many donations.

BIG TOWN FOOTBALL CLUB partnered with CHARITY ANGEL, a crowdfunding platform that works exclusively with fundraising efforts for charities and nonprofits. To spark interest and to create an element of fun, the fundraiser has been set up to blend with in-game performance. The public is able to pledge a certain dollar amount for a one-time donation or can pledge per shot-on-goal by BTFC. If a person pledged \$1 for every shot-on-goal, for example, and there are 76 shots-on-goal, the person will donate \$76.00. In addition, BTFC has agreed to donate a portion of all ticket sales to DIABETES RESEARCH FUND.

The president (judge) is excited to begin promoting this fundraising event. The president (judge) has asked you to develop the promotional plan that will introduce this exciting and important fundraising event to the BTFC fans and to the public. The president (judge) wants you to include types of promotion, communications channels and marketing strategies in your plan.

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

## **JUDGE'S INSTRUCTIONS**

You are to assume the role of president of BIG TOWN FOOTBALL CLUB (BTFC), an American professional soccer team that competes in the Major Soccer League (MSL). You have asked the director of marketing and director of public affairs (participant team) to develop the promotion of the team's charity fundraiser.

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One of BTFC's players has a mother suffering from complications from diabetes. The team as a whole has rallied around the player and the player's mother as she suffers from complications. You have decided that the team will spearhead a fundraising effort for diabetes research in honor of the player's mother. The funds raised will go to DIABETES RESEARCH FUND. You know that with thousands of loyal BTFC fans, the charity is sure to receive many donations.

BIG TOWN FOOTBALL CLUB partnered with CHARITY ANGEL, a crowdfunding platform that works exclusively with fundraising efforts for charities and nonprofits. To spark interest and to create an element of fun, the fundraiser has been set up to blend with in-game performance. The public is able to pledge a certain dollar amount for a one-time donation or can pledge per shot-on-goal by BTFC. If a person pledged \$1 for every shot-on-goal, for example, and there are 76 shots-on-goal, the person will donate \$76.00. In addition, BTFC has agreed to donate a portion of all ticket sales to DIABETES RESEARCH FUND.

You are excited to begin promoting this fundraising event. You have asked the director of marketing and director of public affairs (participant team) to develop the promotional plan that will introduce this exciting and important fundraising event to the BTFC fans and to the public. You want the director of marketing and director of public affairs (participant team) to include types of promotion, communications channels and marketing strategies in their plan.

The director of marketing and director of public affairs (participant team) will present the promotion to you in a meeting to take place in your office. You will begin the meeting by greeting the director of marketing and director of public affairs (participant team) and asking to hear about their ideas.

After the director of marketing and director of public affairs (participant team) have presented their ideas, you are to ask the following questions of each participant team:

1. How can our players help promote this fundraiser?
2. What are the benefits of our organization publicly supporting a charity?
3. How long should we keep the fundraiser active?

Once the director of marketing and director of public affairs (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

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

## JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational 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.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

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.

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.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present 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 total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that 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).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

*We thank you for your help.*



**SPORTS AND ENTERTAINMENT MARKETING  
TEAM DECISION MAKING, 2018**

**JUDGE'S EVALUATION FORM  
SAMPLE**

**INSTRUCTIONAL AREA**

Promotion

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

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

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

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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**PERFORMANCE INDICATORS**

1.	Explain the types of promotion?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain communications channels used in public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of direct marketing channels?	0-1-2-3	4-5-6	7-8	9-10	
5.	Coordinate channel management with other marketing activities?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the nature of affinity partner relationships?	0-1-2-3	4-5-6	7-8	9-10	

**21<sup>st</sup> 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**