



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Channel Management

**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 nature and scope of channel management.
- Explain the relationship between customer service and channel management.
- Describe the use of technology in the channel management function.
- Coordinate channel management with other marketing activities.
- Explain factors affecting pricing decisions.
- Explain the concept of market and market identification.
- Explain key factors in building a clientele.

## CASE STUDY SITUATION

You are to assume the roles of director of ticket sales and director of athletic marketing for RANGE UNIVERSITY, a public university with 30,000 students enrolled. The president of the athletic department (judge) has asked you to develop an outline for a new method of selling tickets to athletic events: a monthly subscription service.

RANGE UNIVERSITY is a NCAA Division 1 school that offers 14 varsity sports. That list includes: football, men's and women's basketball, men's and women's soccer, men's and women's cross country, men's and women's golf, men's rowing, men's wrestling, men's baseball, women's volleyball and women's gymnastics. This great mix offers sporting events for participants and fans throughout the entire year.

RANGE UNIVERSITY offers tickets to its sporting events to the general public and to currently enrolled students. Currently enrolled students receive a deep discount on general admission tickets, but must sit in student sections. The general public can purchase tickets to various sporting events from \$10 for a gymnastics tournament to \$50 for a single football game. RANGE UNIVERSITY also offers season tickets. Fans are able to buy tickets to all home games for a single sport. Prices for season tickets vary depending on sport and number of home games.

The president of the athletic department (judge) wants to devise a new method of ticket sales. In addition to selling individual tickets and season tickets for one sport, the president (judge) would like to begin offering a monthly subscription service, like Netflix, that lets a RANGE UNIVERSITY sports fan pick and choose to attend any RANGE UNIVERSITY sporting event that month.

The president (judge) would like you to outline a monthly subscription service for RANGE UNIVERSITY sporting event tickets. The president would like you to explain:

- How customers will use the new ticket sales channel
- Target market
- Price per month for service
- Benefits of the new ticket sales channel

You will present the information to the president of the athletic department (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 information 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 the athletic department at RANGE UNIVERSITY, a public university with 30,000 students enrolled. You have asked the director of ticket sales and director of athletic marketing (participant team) to develop an outline for a new method of selling tickets to athletic events: a monthly subscription service.

RANGE UNIVERSITY is a NCAA Division 1 school that offers fourteen varsity sports. That list includes: football, men's and women's basketball, men's and women's soccer, men's and women's cross country, men's and women's golf, men's rowing, men's wrestling, men's baseball, women's volleyball and women's gymnastics. This great mix offers sporting events for participants and fans throughout the entire year.

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You want to devise a new method of ticket sales. In addition to selling individual tickets and season tickets for one sport, you would like to begin offering a monthly subscription service, like Netflix, that lets a RANGE UNIVERSITY sports fan pick and choose to attend any RANGE UNIVERSITY sporting event that month.

You would like the director of ticket sales and director of athletic marketing (participant team) to outline a monthly subscription service for RANGE UNIVERSITY sporting event tickets. You would like the director of ticket sales and director of athletic marketing (participant team) to explain:

- How customers will use the new ticket sales channel
- Target market
- Price per month for service
- Benefits of the new ticket sales channel

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

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

1. Can you think of any possible negative consequences to this new service?
2. What is the best way to market the new subscription service?

Once the director of ticket sales and director of athletic marketing (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, 2017

### JUDGE'S EVALUATION FORM SAMPLE

#### INSTRUCTIONAL AREA

Channel Management

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 nature and scope of channel management?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the relationship between customer service and channel management?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe the use of technology in the channel management function?	0-1-2-3	4-5-6	7-8	9-10	
4.	Coordinate channel management with other marketing activities?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain factors affecting pricing decisions?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain key factors in building a clientele?	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**