

An Association of Marketing Students®

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators Evaluated, Specific Performance Indicators Evaluated 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 give an ID label to your adult assistant during the preparation time.
- 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.

GENERAL PERFORMANCE INDICATORS EVALUATED

- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic performance indicators

SPECIFIC PERFORMANCE INDICATORS EVALUATED

- Describe the need for marketing information.
- Describe the use of technology in the marketing-information management function.
- Identify information monitored for marketing decision making.
- Describe techniques for processing marketing information.
- Explain the concept of market and market identification.
- Describe the nature of target marketing in sports and entertainment marketing.
- Explain the nature of marketing plans.

CASE STUDY SITUATION

You are to assume the role of marketing research consultants from RADIO ASSOCIATES. The programming director of radio station KDCA (judge) has asked you to develop a marketing research study for the station.

KDCA is a five-year old, 50,000-watt radio station serving a large region of your state. It began as a talk radio station and moved to a pop format two years ago. The first key component of the programming is the morning drive show, from 5 a.m. to 9 a.m., starring Mr. Joe. His blend of comedy and music reaches the target audience of ages 18 to 30. The afternoon drive show is the Afternoon Park, where “Driving home with KDCA becomes an afternoon in the park.” This show stars Fred and Sue, whose comedic banter and trivia accent the music well. The midday and evening slots are filled with new DJs who present solid shows.

However, ratings for KDCA are not strong enough for the owner. Out of six stations in the area (two pop, one talk, one urban, one country and one oldies), KDCA consistently comes in 2nd place in ratings for pop stations, and 5th for what is defined as the key advertising demographic, people aged 25 to 45 or people aged 13 to 20. The owner of the station (judge) wants to find out if a programming change would help the station.

The programming director (judge) has hired you to develop a market research study to determine the best format for the radio station. You are to determine the type of information needed and then to develop the best method of obtaining and interpreting the information.

You will present your research plan to the programming director (judge) in a meeting to take place in the station’s office. The programming director (judge) will start the meeting by greeting you and asking to hear your ideas. Once you have made your presentation and have answered the programming director’s (judge’s) questions, the programming director (judge) will conclude the meeting by thanking you for your work on this project.

JUDGE'S INSTRUCTIONS

You are to assume the role of programming director for radio station KDCA. You have hired marketing research consultants from RADIO ASSOCIATES (participant team) to plan a marketing research study and present it to you.

KDCA is a five-year old, 50,000-watt radio station serving a large region of your state. It began as a talk radio station and moved to a pop format two years ago. The first key component of the programming is the morning drive show, from 5 a.m. to 9 a.m., starring Mr. Joe. His blend of comedy and music reaches the target audience of ages 18 to 30. The afternoon drive show is the Afternoon Park, where "Driving home with KDCA becomes an afternoon in the park." This show stars Fred and Sue, whose comedic banter and trivia accent the music well. The midday and evening slots are filled with new DJs who present solid shows.

However, you do not think ratings for KDCA are strong enough. Out of six stations in the area (two pop, one talk, one urban, one country and one oldies), KDCA consistently comes in 2nd place in ratings for pop stations, and 5th for what is defined as the key advertising demographic, people aged 25 to 45 or people age 13 to 20. You want to find out if a programming change would help the station.

You have hired the research consultants (participants) to develop a market research study to determine the best format for the radio station. The consultants (participants) are to determine the type of information needed and develop the best method of obtaining and interpreting the information.

The research consultants (participants) will present their research plan to you in a meeting to take place in the station's office. You will begin the meeting by greeting the consultants (participants) and asking to hear their ideas.

After the initial presentation, you are to ask the following questions of each participant team:

1. What do you think the results might be?
2. For how long will the results of this research be valid?
3. Why is research even necessary? Couldn't we just change the format for a while and see what happens?
4. What costs do we need to consider with your plan, in terms of both money and time?

Once the research consultants (participants) have presented their plan and have answered your questions, you will conclude the meeting by thanking them for their work on this project.

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

JUDGING THE PRESENTATION

The Management Team Decision Making events were created by DECA in response to the career opportunities available for participants in these occupational areas.

The participant team will first take a comprehensive exam based on knowledge of general marketing competencies. Participant teams with a career interest in one of the occupational areas will analyze a case situation related to a business in the chosen occupational area. The participant team will make decisions regarding the situation, then make an oral presentation.

The participant team will assume the role of a management team for the business represented in the case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

Please place the participant team's name and identification number in the upper right-hand corner of the Evaluation Form (unless it has already been done for you).

During the first 10 minutes of the interview (after introductions), the participant team will present their analysis, decisions/recommendations, and the rationale behind the decisions. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes you are to ask questions of the participant team to determine their understanding of the situation presented. Both members of each team should respond to at least one question. To ensure fairness, you must ask each participant team the same questions (questions are provided in the Judge's Instructions). After asking the standard questions, you must ask other questions specific to the current participant team.

After the questioning period you will close the event by thanking the participants for their input. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is one hundred (100) points. The presentation will be weighed at twice (2 times) the value of the exam scores.

A score of "Exceptionally Well Done" in any category means that, in your opinion, the information is presented in a very effective way; in effect, nothing more could be expected of an employee.

A score of "Well Done" in any category means that, in your opinion, the information is presented well. Though there may be a few minor problems or omissions, they are not significant.

An "Adequately Done" score means that the information is presented adequately. It meets minimum standards of acceptability.

A score of “Little Value” in any category means 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.

A “No Value” score means that the information presented is of no value. It is presented in such a way that it 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 event director.