



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Market Planning

**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 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.

21st 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.

SPECIFIC PERFORMANCE INDICATORS

- Explain the nature of marketing planning.
- Explain the nature of marketing plans.
- Explain the concept of marketing strategies.
- Explain the concept of market and market identification.
- Explain types of advertising media.
- Explain the nature of direct marketing channels.
- Describe word-of-mouth channels used to communicate with targeted audiences.

CASE STUDY SITUATION

You are to assume the roles of senior vice president and director of marketing for UNITED BROADCASTING SYSTEM (UBS), a commercial broadcast television network. The president of the network (judge) has asked you to develop a marketing plan that will successfully promote a new television series to the appropriate markets.

UBS was once the top television network in the country. In the 1980s and 1990s, UBS consistently won Nielsen ratings for its primetime programming. In the hours following the evening news, UBS broadcast family oriented television sitcoms for the first two hours and then a serial drama for the final hour before the late night news. The family oriented television sitcoms were viewed by families, entertaining both adults and children.

Currently, UBS is the least popular television network. In the late 1990s, viewers were not as interested in family shows but instead were focused on reality shows. UBS tried to keep up with changing tastes, but was never able to reach the high Nielsen ratings of the 80s and 90s. The popularity of premium cable channels and satellite television has also hurt UBS, as it cannot provide that kind of content on network television.

To add to the challenges, the popularity of new platforms such as streaming video has seemed to change the television medium all together. Broadcasters are releasing entire seasons of television series at one time, using niche marketing to promote series and allowing new series to be shown on company owned media services rather than on broadcast television.

UBS has tried, unsuccessfully, for the past four years to launch television sitcoms and dramatic series that would interest the target demographic of 18-49 year olds. Specifically, the network had focused on Millennials as the primary target, but they were not successful. In a bold move, the president of UBS (judge) has decided to stop focusing on Millennials and go back to the network's roots.

UBS has decided to go back to the glory days of its career and launch a new family oriented sitcom for the fall lineup. The sitcom is named, "All Together Now," and is rated TV-G, suitable for all ages. The content of "All Together Now" features no violence, no strong language and no adult situations. Writers of the series promise it will entertain both adults and children. The series is a throwback to the number one UBS rated series of the 1980s and early 1990s.

The president (judge) wants your team to develop a marketing plan that will successfully promote "All Together Now" to the appropriate markets. The president (judge) wants your plan to include:

- Primary/secondary markets
- Marketing strategies appropriate to markets
- Appropriate advertising/promotional/social media channels

You will present the marketing plan 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 plan. After you have presented the plan 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 UNITED BROADCASTING SYSTEM (UBS), a commercial broadcast television network. You have asked the senior vice president and director of marketing (participant team) to develop a marketing plan that will successfully promote a new television series to the appropriate markets.

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You want the senior vice president and director of marketing (participant team) to develop a marketing plan that will successfully promote "All Together Now" to the appropriate markets. You want the plan to include:

- Primary/secondary markets
- Marketing strategies appropriate to markets
- Appropriate advertising/promotional/social media channels

The senior vice president and director of marketing (participant team) will present the plan to you in a meeting to take place in your office. You will begin the meeting by greeting the senior vice president and director of marketing (participant team) and asking to hear about their plan.

After the senior vice president and director of marketing (participant team) have presented their plan, you are to ask the following questions of each participant team:

1. Do you think we could incorporate merchandising into your plan?
2. Who is our competition, what other television stations broadcast family oriented series?
3. Will your plan cost us a lot?

Once the senior vice president and director of 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, 2016

JUDGE'S EVALUATION FORM SAMPLE SCENARIO 2016

INSTRUCTIONAL AREA

Market Planning

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 of market planning?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain types of advertising media?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the nature of direct marketing channels?	0-1-2-3	4-5-6	7-8	9-10	
7.	Describe word-of-mouth channels used to communicate with targeted audiences?	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