



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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st 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

- Identify types of public-relations activities.
- Explain the nature of product/service management.
- Generate product ideas.
- Explain the nature of market planning.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Explain the role of situation analysis in the marketing planning process.

CASE STUDY SITUATION

You are to assume the roles of the director of market planning and the director of public relations for the NATIONAL BASKETBALL ASSOCIATION (NBA), the premiere professional basketball league in North America. The senior vice president (judge) wants your team to redesign the *NBA All-Star Weekend* to create fan interest and increase return-on-investment for sponsors.

Since 1951, the NBA has held the *NBA All-Star Game*, an exhibition game hosted every February that showcases 24 of the league's star players. The lineup of players is selected by a combination of fan, player and media voting. The game itself is a public relations event that hopes to gain fan interest in new players of different teams.

A few years ago, the league decided to benefit from corporate sponsorships and turned the *NBA All-Star Game* into the *NBA All-Star Weekend*. The schedule of events includes an all-star celebrity basketball game on Friday night with players of both the entertainment and sports industries, an all-day challenge on Saturday that consists of NBA all-stars competing in skills challenges, 3-point contests and slam dunk contests and finishing with the *NBA All-Star Game* on Sunday night. Each event of the weekend is televised, is heavily sponsored, and features the corporate sponsors' names and logos on all areas of the physical space and on media.

Unfortunately, the 2024 *NBA All-Star Game* was a flop. Attendance at the weekend events was dismal and the viewership on television and streaming services was extremely low. Corporate sponsors felt that the return-on-investment was poor and are reconsidering signing on for another year. The purpose of the *NBA All-Star Weekend* is to gain new fans of basketball stars and new fans of NBA teams. The senior vice president (judge) wants your team to redesign the *NBA All-Star Weekend*. The redesign must result in new fans and a higher return-on-investment for corporate sponsors.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the senior vice president of the NATIONAL BASKETBALL ASSOCIATION (NBA), the premiere professional basketball league in North America. You want the director of market planning and the director of public relations (participant team) to redesign the *NBA All-Star Weekend* to create fan interest and increase return-on-investment for sponsors.

Since 1951, the NBA has held the *NBA All-Star Game*, an exhibition game hosted every February that showcases 24 of the league's star players. The lineup of players is selected by a combination of fan, player and media voting. The game itself is a public relations event that hopes to gain fan interest in new players of different teams.

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The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

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

1. Do you think the in-person attendees or the viewers watching are most important and why?
2. Is an entire weekend too long for fans? Why or why not?

Once the director of market planning and the director of public relations (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of market planning and the director of public relations (participant team) for the work.

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

EVALUATION INSTRUCTIONS

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 demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants 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	Participants 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 th percentile of business personnel performing this performance indicator.
Below Expectations	Participants 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 th percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

INSTRUCTIONAL AREA: Market Planning

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify types of public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of product/service management?	0-1-2-3	4-5-6	7-8	9-10	
3.	Generate product ideas?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of market planning?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of market and market identification?	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 role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6	7-8	9-10	
21 st 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						