



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Promotion

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 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).
- 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of a promotional plan.
- Identify the elements of the promotional mix.
- Identify communications channels used in sales promotion.
- Explain the role of promotion as a marketing function.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of the marketing manager for LEAGUES CUP, an annual tournament held between Major League Soccer (MLS) teams in the United States and Liga MX teams in Mexico. The chief marketing officer (judge) wants you to create a promotional plan that will announce new stakes in the tournament, sell tickets and encourage viewership.

LEAGUES CUP had its debut in 2019. Professional teams from the United States and Mexico played in a tournament with games in various locations throughout each country. Fans were not impressed. Many believed the tournament was simply a money grab because the results were meaningless and the only prize for winning was bragging rights.

This year changes have been made to LEAGUES CUP that make the tournament more competitive. All teams in both leagues compete throughout the tournament and the top three teams gain entrance in a Club World Cup qualifying tournament. The top three teams also win \$40 million.

Executives are hopeful that raising the stakes of LEAGUES CUP will help the tournament gain fan respect and viewership. The chief marketing officer (judge) wants you to create a promotional plan marketing the changes. The promotional plan should include elements of the promotional mix you feel are important, communications channels and marketing strategies.

You will present your plan to the chief marketing officer (judge) in a role-play to take place in the chief marketing officer's (judge's) office. The chief marketing officer (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the chief marketing officer's (judge's) questions, the chief marketing officer (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. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the chief marketing officer for LEAGUES CUP, an annual tournament held between Major League Soccer (MLS) teams in the United States and Liga MX teams in Mexico. You want the marketing manager (participant) to create a promotional plan that will announce new stakes in the tournament, sell tickets and encourage viewership.

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Executives are hopeful that raising the stakes of LEAGUES CUP will help the tournament gain fan respect and viewership. You want the marketing manager (participant) to create a promotional plan marketing the changes. The promotional plan should include elements of the promotional mix the marketing manager (participant) feels are important, communications channels and marketing strategies.

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

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

1. How will your promotion reach soccer fans in the US?
2. How will your promotion reach soccer fans in Mexico?

Once the marketing manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing manager (participant) for the work.

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

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.

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	Participant 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	Participant 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	Participant 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	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



SPORTS AND ENTERTAINMENT MARKETING SERIES 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify the elements of the promotional mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						