



Marketing SAMPLE ROLE PLAY 2

PARTICIPANT INSTRUCTIONS

- You have 20 minutes to review the information and prepare your presentation. You can take notes for the presentation.
- During preparation, give an ID label to your adult assistant.
- Your presentation is 7 minutes long. You'll get a 1-minute warning when the timekeeper holds up a colored card. When time is up, the timekeeper will hold up a colored card, and you must stop immediately.
- After the presentation, you have up to 3 minutes to answer the judge's questions.
- Every team member must participate in both the presentation and answering questions.
- Turn in all notes and materials when you're done.

PERFORMANCE INDICATORS

- Explain the nature of marketing planning and identify key components needed for success.
- Identify considerations in implementing product/service pricing strategies.
- Explain the role of customer service in positioning and brand image.
- Conduct a competitive analysis to identify market opportunities.
- Describe promotional strategies to attract and retain customers.

SAMPLE

CASE STUDY SITUATION

You are to assume the roles of marketing consultants for GREENFIELD ATHLETIC CLUB, a mid-sized fitness facility that has served its suburban community for 20 years. The owner and chief executive officer (judge) has hired your firm to develop a marketing plan to address declining membership and increased competition in the local fitness market.

GREENFIELD ATHLETIC CLUB is a locally-owned fitness facility that offers cardio and strength equipment, group fitness classes, an indoor pool, basketball courts, personal training, and childcare. The club has historically positioned itself as a premium fitness destination with membership fees approximately 30% higher than budget fitness chains. Until recently, GREENFIELD ATHLETIC CLUB enjoyed strong membership and was considered the area's top fitness facility.

During the past two years membership has declined by 25%, and it has become increasingly difficult to attract new members. Three budget fitness chains have opened locations nearby, offering basic gym access at less than half of GREENFIELD's monthly rate. Additionally, boutique fitness studios specializing in yoga, spinning, and high-intensity training have attracted younger members. The club's current marketing is minimal—a basic website, sporadic social media posts, and occasional newspaper ads. The regional economy is relatively healthy and people are joining other fitness facilities, so there is no apparent reason for this radical reduction in membership. The owner and chief executive officer has asked your team to develop a plan to reverse the membership decline and attract new members.

You must address the following in your presentation:

- What the current business challenges are and what the club needs to accomplish
- The competitive environment and market positioning
- Recommended marketing strategies to increase membership and compete effectively
- How you will track progress and measure the success of your plan

Your team will present the plan to the owner and chief executive officer (judge) in a meeting at the athletic club. The owner and chief executive officer (judge) will begin the presentation by greeting your team and asking to hear the plan. After the plan has been presented and you have answered the owner and chief executive officer's (judge's) questions, the owner and chief executive officer (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of owner and chief executive officer of GREENFIELD ATHLETIC CLUB. You have hired a team of marketing consultants (participant team) to develop a marketing plan to address declining membership and increased competition in the local fitness market.

GREENFIELD ATHLETIC CLUB is a locally-owned fitness facility that offers cardio and strength equipment, group fitness classes, an indoor pool, basketball courts, personal training, and childcare. The club has historically positioned itself as a premium fitness destination with membership fees approximately 30% higher than budget fitness chains. Until recently, GREENFIELD ATHLETIC CLUB enjoyed strong membership and was considered the area's top fitness facility.

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The marketing consultants (participant team) should address the following in their presentation:

- What the current business challenges are and what the club needs to accomplish
- The competitive environment and market positioning
- Recommended marketing strategies to increase membership and compete effectively
- How they will track progress and measure the success of the plan

The consultants (participants) will present the plan to you in a meeting to be held at the athletic club. You are to begin the presentation by greeting the consultants (participants) and asking to hear the plan.

Presentation Procedure

- Participants receive 20 minutes of preparation time prior to presenting. Presentations will be scheduled at 10–15 minute intervals.
- Please place the participant team's name and ID number in the upper right-hand corner of the Evaluation Form.
- During the first 7 minutes, the team presents their analysis, recommendations, and rationale. Allow them to complete this portion without interruption unless a question is required. Timekeeper will provide 1-minute warning and indicate when time is up.
- During the next 3 minutes, ask questions to determine understanding. Each team member should respond to at least one question. Ask the same standard questions to all teams, then any team-specific questions.
- After questioning, conclude by thanking the participants and complete the Evaluation Form, recording scores for all categories. Maximum score is 100 points.

JUDGING THE PRESENTATION

Judge Responsibilities

- Listen to the full presentation without interruption.
- Ask the standard questions provided (plus any team-specific questions).
- Score the participants using the **Response Criteria**, **Performance Indicators**, and **Presentation Criteria**.
- Conclude the meeting by thanking participants.

Response Indicators

Evaluate the participant's ability to analyze the business situation and develop strategic recommendations using the following criteria:

- Demonstrates understanding of the role play and defines the business objectives.
- Identifies logical solution and develops implementation plan.

Performance Indicators

Ensure that the scores reflect the participant's understanding and application of the performance indicators:

- Explain the nature of marketing planning and identify key components needed for success.
- Identify considerations in implementing product/service pricing strategies.
- Explain the role of customer service in positioning and brand image.
- Conduct a competitive analysis to identify market opportunities.
- Describe promotional strategies to attract and retain customers.

Presentation Criteria

Evaluate the quality of the presentation itself using the following presentation criteria:

- Statements are well-organized and clearly stated; demonstrates preparedness.
- Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.
- Demonstrates the ability to effectively answer the judges' questions.

Standard Questions

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

1. How can we justify our premium pricing when budget gyms offer similar equipment at lower prices?
2. What will differentiate us from the boutique studios that are attracting younger members?
3. Should we be concerned about losing our current members if we change our approach?
4. How long will it take to see results from your recommendations?

Scoring Definitions

- **Exceeds Expectations:** Information is presented effectively and creatively; nothing more could be expected.
- **Meets Expectations:** Information is presented well; minor problems or omissions may exist but are not significant. Creativity may be limited.
- **Below Expectations:** Presentation does not meet minimum standards of acceptability.
- **Little/No Value:** Major flaw or omission significantly reduces effectiveness, or the information presented is of no value.

JUDGE'S EVALUATION FORM

Event: Marketing Role Play

Response Criteria	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Demonstrates understanding of the role play and defines the business objectives	10-9	8-7-6	5-4-3	2-1-0	_____
Identifies logical solution and develops implementation plan	10-9	8-7-6	5-4-3	2-1-0	_____

Case Analysis & Response Subtotal: _____ / 20

Performance Indicator <i>Did the Participant:</i>	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Explain the nature of marketing planning and identify key components needed for success?	10-9	8-7-6	5-4-3	2-1-0	_____
Identify considerations in implementing product/service pricing strategies?	10-9	8-7-6	5-4-3	2-1-0	_____
Explain the role of customer service in positioning and brand image?	10-9	8-7-6	5-4-3	2-1-0	_____
Conduct a competitive analysis to identify market opportunities?	10-9	8-7-6	5-4-3	2-1-0	_____
Describe promotional strategies to attract and retain customers?	10-9	8-7-6	5-4-3	2-1-0	_____

Performance Indicators Subtotal: _____ / 50

Presentation Criteria	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Statements are well-organized and clearly stated; demonstrates preparedness?	10-9	8-7-6	5-4-3	2-1-0	_____
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection?	10-9	8-7-6	5-4-3	2-1-0	_____
Demonstrates the ability to effectively answer the judges' questions?	10-9	8-7-6	5-4-3	2-1-0	_____

Presentation Subtotal: _____ / 30

Total Points: _____ / 100