



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the need for professional and ethical standards in marketing.
2. Describe factors used by marketers to position products/services.
3. Demonstrate connections between company actions and results.
4. Identify internal and external service standards.
5. Identify company's unique selling proposition.



EVENT SITUATION

You are to assume the role of the producer of the hit television sitcom, RELATIVITY. The network manager (judge) has asked you to decide whether or not to let a company advertise using product placement during the television sitcom.

RELATIVITY has been the number one rated sitcom for the past three years. Not only is the sitcom a fan favorite, it has won numerous awards for both writing and acting. The show's storyline revolves around a family owned and operated restaurant. The show rates the highest in the 18-49 year old demographic, which is most coveted among advertisers.

Since RELATIVITY premiered, the company *TechKing* has advertised during the show's commercial breaks. *TechKing* produces computer software, consumer electronics and personal computers. *TechKing's* most popular devices are its smartphone and tablet. While *TechKing* has a wide, loyal fan base, the company still ranks number two in sales and popularity, never able to beat their competition.

Recently, the network manager (judge) was approached by the advertising executives for *TechKing*. The executives proposed that *TechKing* advertise during RELATIVITY in a nontraditional format, by placing *TechKing* products within the television show. The characters in RELATIVITY would be shown using *TechKing* smartphones and tablets. In exchange for the product placement, *TechKing* would triple their advertising dollars, an extremely lucrative deal.

The network manager (judge) feels that the additional advertising dollars would help fund upcoming remote location shooting and improve the set, but also feels that it could negatively impact the integrity of the show, not to mention dissuade competitors from advertising. The network manager (judge) has asked you to analyze the pros and cons of incorporating product placement into the television show and make a recommendation.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a television network manager for the network that produces the hit sitcom, RELATIVITY. You have asked the television show producer (participant) to decide whether or not to let a company advertise using product placement during the television sitcom.

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Recently, you were approached by the advertising executives for *TechKing*. The executives proposed that *TechKing* advertise during RELATIVITY in a nontraditional format, by placing *TechKing* products within the television show. The characters in RELATIVITY would be shown using *TechKing* smartphones and tablets. In exchange for the product placement, *TechKing* would triple their advertising dollars, an extremely lucrative deal.

You feel that the additional advertising dollars would help fund upcoming remote location shooting and improve the set, but also feel that it could negatively impact the integrity of the show, not to mention dissuade competitors from advertising. You have asked the show producer (participant) to analyze the pros and cons of incorporating product placement into the television show and make a recommendation.

The show producer (participant) will present the analysis and recommendation to you in a role-play to take place in your office. You will begin the role-play by greeting the show producer (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. If we agree to product placement with *TechKing*, will we be forced to agree to it with other companies?
2. How is it possible to know if product placement works?
3. How can we find out how our fans feel about product placement?

Once the show producer (participant) has presented the analysis, recommendation and has answered your questions, you will conclude the role-play by thanking the show producer (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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, 2015**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015**

**INSTRUCTIONAL AREA
Marketing**

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1. Explain the need for professional and ethical standards in marketing?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2. Describe factors used by marketers to position products/services?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3. Demonstrate connections between company actions and results?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4. Identify internal and external service standards?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5. Identify company's unique selling proposition?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6. Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7. Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE					