



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Channel Management

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 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

1. Explain the nature of channels of distribution.
2. Coordinate channel management with other marketing activities.
3. Explain the relationship between customer service and channel management.
4. Explain the concept of marketing strategies.
5. Coordinate activities in the promotional mix.

EVENT SITUATION

You are to assume the role of director of ticket sales for KIKI & COCO LIVE, a touring company that produces live action stage shows featuring beloved children's television characters. The director of the touring company (judge) has asked you to decide how to best market the show and distribute tickets in the upcoming tour of 300 cities.

Every generation has its own popular children's program and characters. For the last 15 years, Kiki and Coco have been fan favorites for viewers aged 2-7 years old. Kiki and Coco are animated twins that go on magical adventures using their imagination. They bring along a cast of fun-loving magical animals to dance and sing songs.

Beginning this summer, a live action stage show KIKI & COCO LIVE will begin touring around North America. The show is scheduled to stop in 300 cities. Unique to this tour, all of the 300 cities that KIKI & COCO LIVE are visiting have populations that do not exceed 250,000 people. It was important for the producers of the show that KIKI & COCO LIVE visit areas that usually are overlooked. Also unique to this tour, all tickets are only \$10.00, with hundreds of half price admission coupons available for distribution in the community.

Given the inexpensive ticket prices, the marketing budget is very small. The director of the touring company (judge) wants you to determine which businesses and organizations within the communities would be appropriate to partner with for ticket distribution, how the half price admission coupons should be distributed and what strategies can be used to market the event without spending a lot of money.

You will present your ideas to the director (judge) in a role-play to take place in the director's (judge's) office. The director of the touring company (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director's (judge's) questions, the director (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. 21st Century Skills and 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 director of a touring company producing KIKI & COCO LIVE, a touring company that produces live action stage shows featuring beloved children's television characters. You have asked the director of ticket sales (participant) to decide how to best market the show and distribute tickets in the upcoming tour of 300 cities.

Every generation has its own popular children's program and characters. For the last 15 years, Kiki and Coco have been fan favorites for viewers aged 2-7 years old. Kiki and Coco are animated twins that go on magical adventures using their imagination. They bring along a cast of fun-loving magical animals to dance and sing songs.

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Given the inexpensive ticket prices, the marketing budget is very small. You want the director of ticket sales (participant) to determine which businesses and organizations within the communities would be appropriate to partner with for ticket distribution, how the half price

admission coupons should be distributed and what strategies can be used to market the event without spending a lot of money.

The director of ticket sales (participant) will present ideas 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. Who is our target market for ticket sales?
2. Why is it important that we lower our ticket prices for this tour?
3. How far in advance of each show should we start marketing the production and selling tickets?

Once the director of ticket sales (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of ticket sales (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, 2017

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE

INSTRUCTIONAL AREA
Channel Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of channels of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Coordinate channel management with other marketing activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the relationship between customer service and channel management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Coordinate activities in the promotional mix?	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						