



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Economics

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific 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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain how organizations adapt to today's markets.
- Describe factors that affect the business environment.
- Identify factors affecting a business's profit.
- Explain the impact of the law of diminishing returns.
- Explain the concept of market and market identification.
- Identify the impact of product life cycles on marketing decisions.
- Explain the concept of product mix.



CASE STUDY SITUATION

You are to assume the roles of assistant managers at GATEWAY THEATER, a franchised movie theater located in a city of 125,000. The general manager (judge) has asked you to determine which movies to show and the number of screens to use during the theater’s first week of operation.

GATEWAY THEATER is located in the middle of the state. The city has a population of 125,000 people and is the largest city in a 90-mile radius. Smaller surrounding communities travel to the city for shopping, a larger variety in dining options, and entertainment purposes.

The city also boasts a state university with 10,000 students, a moderately sized military base holding 15,000 troops and their families, 15 elementary schools, 8 middle schools and 3 high schools. The city also houses the home campus for a regional hospital that employs close to 700 people. The average household income of the city is \$75,000.

GATEWAY THEATER will be opening its doors to the community in two weeks. Billboards, print ads and social media networks have been promoting the new theater for the past two months. The city and surrounding communities are excited to have a 10-screen theater opening, since the only other movie theater in the area was built in 1990 and constantly sells out its 5 screens.

The general manager (judge) has a listing of the twenty films available for screening the week that the theater opens. The manager (judge) has asked for your input deciding which movies to choose and how many screens to commit to each movie choice. The manager (judge) wants to make sure that all 10 screens are at maximum capacity to ensure a high profit.

Your team must determine which movie will be showing on each of the ten screens, keeping in mind a single movie can be shown on multiple screens. You must also provide rationale for your choices.

<u>Weeks in Theaters</u>	<u>Movie Title</u>	<u>Description</u>	<u>Rating</u>
6 th week of release	Catching Water	movie adaptation from Young Adult book	PG13
6 th week of release	Vapor	animated movie featuring princesses	G
4 th week of release	Funny Love	romantic comedy featuring B-list celebrities	PG13
4 th week of release	Frightening	horror movie adapted from Japan	R
3 rd week of release	Legitimate	critically acclaimed drama featuring A-list celebrities	R
2 nd week of release	Bobbit	film adaptation of classic fantasy novel	PG13
2 nd week of release	74 Cronin	sci-fi action	PG13
2 nd week of release	2 nd Direction	documentary band tour	PG
1 st week of release	Culture Wars	Oscar nominated drama	R
1 st week of release	Hilarity	Oscar nominated comedy	R
1 st week of release	What?	low-brow comedy from classic comedic actor	PG13
1 st week of release	Chemise	Foreign film, French with subtitles	PG13

1 st week of release	The Ripper	horror movie, highly graphic	R
1 st week of release	The War	drama recounting events in Iraq War	R
1 st week of release	News 2	highly anticipated comedy sequel	R
1 st week of release	Stuffed Animals	reboot of classic kids favorite	PG
1 st week of release	Birth of HipHop	music documentary	PG13
Classic release	From the Future	number one selling comedy of 1988	PG
Extra release	Fun Story	number one selling animated movie of last year	G
Extra release	Phantom	opera performance from NYC	Not-rated

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

JUDGE'S INSTRUCTIONS

You are to assume the role of general manager at GATEWAY THEATER, a franchised movie theater located in a city of 125,000. You have asked the assistant managers (participant team) to determine which movies to show and the number of screens to use during the theater's first week of operation.

GATEWAY THEATER is located in the middle of the state. The city has a population of 125,000 people and is the largest city in a 90-mile radius. Smaller surrounding communities travel to the city for shopping, a larger variety in dining options, and entertainment purposes.

The city also boasts a state university with 10,000 students, a moderately sized military base holding 15,000 troops and their families, 15 elementary schools, 8 middle schools and 3 high schools. The city also houses the home campus for a regional hospital that employs close to 700 people. The average household income of the city is \$75,000.

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You have a listing of the twenty films available for screening the week that the theater opens. You have asked for the assistant managers' (participant team's) input deciding which movies to choose and how many screens to commit to each movie choice. You want to make sure that all 10 screens are at maximum capacity to ensure a high profit.

The assistant managers (participant team) must determine which movie will be showing on each of the ten screens, keeping in mind a single movie can be shown on multiple screens. The assistant managers (participant team) must also provide rationale for their choices.

<u>Weeks in Theaters</u>	<u>Movie Title</u>	<u>Description</u>	<u>Rating</u>
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Classic release	From the Future	number one selling comedy of 1988	PG
Extra release	Fun Story	number one selling animated movie of last year	G
Extra release	Phantom	opera performance from NYC	Not-rated

The assistant managers (participant team) will present their choices to you in a meeting to take place in your office. You will begin the meeting by greeting the assistant managers (participant team) and asking to hear about their ideas.

After the assistant managers (participant team) have presented their choices, you are to ask the following questions of each participant team:

1. How could a movie that has already been released for several weeks be more profitable than a brand new release?
2. Why are animated movies profitable for movie theaters?
3. Why would a theater even consider showing a classic release from 25-years ago?

Once the assistant managers (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.



**SPORTS AND ENTERTAINMENT MARKETING
TEAM DECISION MAKING, 2015**

Participant: _____

Participant: _____

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

I.D. Number: _____

**INSTRUCTIONAL AREA
Economics**

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain how organizations adapt to today's markets?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe factors that affect the business environment?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the law of diminishing returns?	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.	Identify the impact of product life cycles on marketing?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
21st 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						