



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Promotion

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 the role of business in society.
- Describe factors used by marketers to position products/services.
- Explain the nature of a promotional plan.
- Explain the types of promotions.
- Coordinate activities in the promotional mix.
- Describe marketing functions and related activities.
- Demonstrate connections between company actions and results.



CASE STUDY SITUATION

You are to assume the roles of a management team of THE NORTHWEST SLED DOGS, a professional minor league hockey team. The marketing director (judge) has asked you to develop a promotional campaign that will benefit a new community partner.

THE NORTHWEST SLED DOGS are a professional minor league hockey team about to begin its second year of operation. Founded in a city that lost its NHL franchise five years ago because of poor attendance, THE NORTHWEST SLED DOGS have found success by offering a similar hockey experience but at a much lower ticket price. In their inaugural year as a member of the Frontier Hockey League, THE NORTHWEST SLED DOGS finished with a 36-34 record but led the league in attendance, averaging 8,200 fans per game.

The 35-game home schedule is played in a major sports/entertainment venue with a seating capacity of over 18,000. THE NORTHWEST SLED DOGS share the facility with an NBA team, a Division 1 men's college basketball program, and concerts. Being the tenant with the least seniority, THE NORTHWEST SLED DOGS are last in line for the prime weekend game dates. Even though they played on many less than desirable dates, the team attracted fans by providing them with a fun-filled and affordable entertainment experience. A post-season survey found that while 57% of fans were unable to accurately explain an "icing penalty," 88% said they still enjoyed attending a hockey game.

Given that the first year went so well both on the ice and at the turnstiles, the owner would like to give back to the community by developing a close relationship with a community organization—*The Northwest Humane Society*. The goals of this relationship will be to increase public awareness, encourage animal adoption and raise needed funds. The owner felt that, given the name of the team, the selection of *The Northwest Humane Society* was a natural fit.

The Northwest Humane Society has an annual operating budget of \$14 million, all of which comes from donations and fund raising activities. Last year the group responded to over 20,000 calls for help and arranged for the adoption of 11,300 animals (mostly dogs and cats). The director of *The Northwest Humane Society* is excited about the new relationship with THE NORTHWEST SLED DOGS and has pledged to help out in any way he can.

The owner of THE NORTHWEST SLED DOGS has instructed the marketing director (judge) that he would like a promotional campaign developed around the new relationship with *The Northwest Humane Society*. Every activity and event of the campaign must meet at least one of the three goals: increase public awareness of the humane society, encourage animal adoption, and raise needed funds.

The marketing director (judge) has requested a meeting with your team to obtain your recommendations for promotional events and activities that will meet the stated goals. Specifically:

- Develop one promotional night where the overall theme is to benefit the humane society.

Explain the event(s) that would take place before, during and/or after the game and how they would work.

- Develop one in-game promotion that would take place during every game. Explain the activity, when it would occur and why it is appropriate.
- Develop one out-of-season event or activity that would benefit the humane society. Explain the event, when it would take place and why it would be appropriate.
- Explain how the overall campaign will benefit THE NORTHWEST SLED DOGS and *The Northwest Humane Society*.

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

JUDGE'S INSTRUCTIONS

You are to assume the role of marketing director of THE NORTHWEST SLED DOGS, a professional minor league hockey team. You have asked your management team (participant team) to develop a promotional campaign that will benefit a new community partner.

THE NORTHWEST SLED DOGS are a professional minor league hockey team about to begin its second year of operation. Founded in a city that lost its NHL franchise five years ago because of poor attendance, THE NORTHWEST SLED DOGS have found success by offering a similar hockey experience but at a much lower ticket price. In their inaugural year as a member of the Frontier Hockey League, THE NORTHWEST SLED DOGS finished with a 36-34 record but led the league in attendance, averaging 8,200 fans per game.

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You have requested a meeting with your management team (participant team) to obtain their recommendations for promotional events and activities that will meet the stated goals. Specifically, the management team (participant team) has been asked to:

- Develop one promotional night where the overall theme is to benefit the humane society. Explain the event(s) that would take place before, during and/or after the game and how they would work.

- Develop one in-game promotion that would take place during every game. Explain the activity, when it would occur and why it is appropriate.
- Develop one out-of-season event or activity that would benefit the humane society. Explain the event, when it would take place and why it would be appropriate.
- Explain how the overall campaign will benefit THE NORTHWEST SLED DOGS and *The Northwest Humane Society*.

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

After the management team (participant team) has presented, you are to ask the following questions of each team:

1. Is it essential to have some players involved in your out-of-season activity? If so, how will you encourage them to become involved?
2. Wouldn't it really be more appropriate if the community organization we choose to assist is based on helping people rather than animals? Please explain.

Once the management team (participant team) has 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.

JUDGE'S EVALUATION FORM **STDM** **SAMPLE EVENT**

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Explain the role of business in society?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Describe factors used by marketers to position products/services?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Explain the nature of a promotional plan?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the types of promotions?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Coordinate activities in the promotional mix?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Describe marketing functions and related activities?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Demonstrate connections between company actions and results?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE					_____