SPORTS AND ENTERTAINMENT MARKETING
SAMPLE ROLE PLAYS

AS USED IN DECA’S INDIVIDUAL SERIES EVENTS

2012 EDITION
INTRODUCTION
This publication is designed to assist DECA members and their local chapter advisors in preparing for the Individual Series Events. This document will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in international competition. This series of events is presented as an example of the types of events in which a student might expect to participate at the International Career Development Conference. The competitive events found herein, however, are not representative of all performance indicators that the student may be expected to demonstrate on the international level. A complete list of performance indicators upon which the events are written can be found at www.deca.org/competitions/2.

PROCEDURE
An individual series event consists of two major parts: a written comprehensive exam and two preliminary role-playing events. A third role-play activity will be given to finalists.

The comprehensive exam is a 100-question multiple-choice test developed especially for each series based on the knowledge, skills and attributes associated with the particular occupation. Exams from previous years are available for sale through DECA Images at www.deca.org/shop.

In the role-playing portion of the event, participants must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.

The participant is given a situation to review. It may indicate a product or service to sell, a merchandising decision or a problem in communication and interpersonal skills. Participants are allowed 10 minutes to review the situation and to develop a professional approach to solving the problem.

Up to 10 minutes are then allowed for the participant to be examined by a competent judge and asked to explain how (s)he would solve the situation or problem. The judge is a qualified business executive playing the role of second party in the situation. Following the examination, the judge evaluates the participants’ responses and records the results on an evaluation form which has been developed specifically for each competitive event.
PREPARATION
In order for DECA members to realize success in competition, DECA advisors are encouraged to carefully plan curriculum which will contribute to student success in the competency based competitive events and to provide real world experiences specifically necessary in the occupational area for which the student has a career interest.

Competency based competitive events are intended to be a motivational tool used by the DECA advisor to encourage student learning. The success of the member’s participation in competency based competitive events directly relates to the experiences (s)he has gained in the classroom and / or at the training station.

As the local, district, state or international competitive event approaches, the advisors are encouraged to further prepare the competitor in tasks such as the following:

Prepare yourself mentally.
The competitor should get sufficient sleep the night before competition so that (s)he will be mentally alert and able to concentrate on the activities.

Dress appropriately.
Professional dress should be worn to all conference sessions. Please note: Competitors at the ICDC must wear an official DECA blazer during interaction with the judges. Official DECA blazers are sold through DECA Images.

Follow the program agenda.
Competitors should carefully follow the program agenda provided at the conference. (S)he should locate the event room beforehand and arrive at the site early enough to be acclimated to the environment, relaxed, etc. Competitors must be on time for each event.

Use preparation time wisely.
Competitors should take advantage of the time provided for each activity of the event. During the written tests, the competitor should think through each item completely and carefully while gauging the time appropriately. If time allows, recheck the answers. While preparing for role play events, competitors should use all the time allotted constructively.
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. Describe the need for financial information.

2. Explain factors affecting pricing decisions.

3. Explain the nature and scope of the pricing function.

4. Track cost data.

5. Prepare sales analysis reports.
EVENT SITUATION

You are to assume the role of product manager for ATHLETIC DESIGN, a company that develops innovative products for college and professional football stadiums throughout the country. The president for ATHLETIC DESIGN (judge) has asked you to explain why the company should design and market a new portable stadium seat for bleacher-style stadiums.

ATHLETIC DESIGN is noted for designing the latest products for fan comfort at major college and professional football stadiums. The largest college stadiums that seat 70,000-105,000 fans have bleacher seats, which are not comfortable for fans. Portable seats give fans back support and don’t allow other fans to take more than their fair share of space. Many stadiums do not allow fans to bring their personal portable seats to the stadium because the seats vary greatly in size.

You are proposing a cushion-style portable stadium seat that clamps onto any size of bleacher. The durable stadium seat folds up to the size of a briefcase and weighs less than five pounds. You have conducted research with the managers of college and professional stadiums to determine that your portable seat meets all necessary standards and requirements. You firmly believe that ATHLETIC DESIGN will be able to sell 5,000-10,000 portable seats to each stadium. Your potential market for the product consists of 100 major college stadiums and 28 professional football stadiums.

Variable cost to produce the portable stadium seat is $35 and you are proposing to sell the stadium seat to stadiums for $55. Fixed cost for manufacturing the seats is $85,000. You are suggesting that stadiums charge customers $5 to rent the portable seat for each game. You must explain the sales break-even point for their proposed product to the president of ATHLETIC DESIGN (judge). You must also explain the financial benefit to stadiums that purchase the portable seat to rent at games.

You will present your product strategy to the president of ATHLETIC DESIGN (judge) in a role-play to take place in the president’s (judge’s) office. The president (judge) will begin the role-play by greeting you and asking to hear the financial strategy for portable stadium seats. You must explain the sales break-even point for the product. After you have explained your product strategy and have answered the president’s (judge’s) questions, the president of ATHLETIC DESIGN (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 president for ATHLETIC DESIGN, a company that develops innovative products for college and professional football stadiums throughout the country. You have asked the product manager (participant) to explain why the company should design and market a new portable stadium seat for bleacher-style stadiums.

ATHLETIC DESIGN is noted for designing the latest products for fan comfort at major college and professional football stadiums. The largest college stadiums that seat 70,000-105,000 fans have bleacher seats, which are not comfortable for fans. Portable seats give fans back support and don’t allow other fans to take more than their fair share of space. Many stadiums do not allow fans to bring their personal portable seats to the stadium because the seats vary greatly in size.

Your product manager (participant) is proposing a cushion-style portable stadium seat that clamps onto any size of bleacher. The durable stadium seat folds up to the size of a briefcase and weighs less than five pounds. The product manager (participant) has conducted research with the managers of college and professional stadiums to determine that your portable seat meets all necessary standards and requirements. The product manager (participant) firmly believes that ATHLETIC DESIGN will be able to sell 5,000-10,000 portable seats to each stadium. The potential market for the product consists of 100 major college stadiums and 28 professional football stadiums.
Variable cost to produce the portable stadium seat is $35 and the product manager (participant) is proposing to sell the stadium seat to stadiums for $55. Fixed cost for manufacturing the seats is $85,000. The product manager (participant) is suggesting that stadiums charge customers $5 to rent the portable seat for each game. You have asked the product manager (participant) to explain the sales break-even point for the proposed product.

You have asked to meet with the product manager (participant) to hear the financial strategy for portable stadium seats. You will begin the role-play by greeting the product manager (participant) and asking to hear about his/her ideas about the financial plan for the portable stadium seat. The product manager (participant) must explain the sales break-even point for manufacturing the portable seat.

You will begin the role-play by greeting the product manager (participant) and asking to hear about his/her ideas for the portable stadium seat.

During the course of the role-play you are to ask the following questions of each participant:

1. Should we charge stadiums less if they order our product in higher quantity?
2. If only 2 or 3 teams decide to order our product, is it worthwhile to produce?
3. Should our company consider manufacturing the portable stadium seat in different team colors? How will this strategy affect our company’s profit potential?

Once the product manager (participant) has presented the financial plan for the portable stadium seat and has answered your questions, you will conclude the role-play by thanking the product manager (participant) for the work.

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

**Answer Key for Break-Even Point**

Equation: \( \frac{\text{FIXED COSTS}}{\text{Unit Selling Price} - \text{Variable Costs}} \)

Break-Even Point: \( \frac{\$85,000}{\$55 - \$35} = 4,250 \) portable seats

Answer: 8
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.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
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<tbody>
<tr>
<td>Exceeds Expectations</td>
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</tr>
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<td>Meets Expectations</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>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 0-49th percentile of business personnel performing this performance indicator.</td>
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JUDGE’S EVALUATION FORM
SEM

DID THE PARTICIPANT:

1. Describe the need for financial information?

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<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
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</table>

Attempts at describing the need for financial information were inadequate or weak.

Adequately described the need for financial information.

Effectively explained the principles of supply and demand.

Very effectively explained the principles of supply and demand.

2. Explain factors affecting pricing decisions?

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</tbody>
</table>

Attempts at explaining factors affecting pricing decisions were inadequate or weak.

Adequately explained factors affecting pricing decisions.

Effectively explained factors affecting pricing decisions.

Very effectively explained factors affecting pricing decisions.

3. Explain the nature and scope of the pricing function?

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</tbody>
</table>

Attempts at explaining the nature and scope of the pricing function were weak or incorrect.

Adequately explained the nature and scope of the pricing function.

Effectively explained the nature and scope of the pricing function.

Very effectively explained the nature and scope of the pricing function.

4. Track cost data?

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</table>

Attempts at tracking cost data were inadequate or unclear.

Adequately tracked cost data.

Effectively tracked cost data.

Very effectively tracked cost data.

5. Prepare sales analysis reports?

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</table>

Attempts at preparing sales analysis reports were inadequate or weak.

Adequately prepared sales analysis reports.

Effectively prepared sales analysis reports.

Very effectively prepared sales analysis reports.

6. Overall impression and response to the judge’s questions.

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Demonstrated few skills; could not answer the judge’s questions.

Demonstrated limited ability to link some skills; answered the judge’s questions adequately.

Demonstrated the specified skills; answered the judge’s questions effectively.

Demonstrated skills confidently and professionally; answered the judge’s questions very effectively and thoroughly.

Judge’s Initials _______________  TOTAL SCORE ___________
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 nature of effective communications.

2. Explain the components of advertisements.

3. Explain the importance of coordinating elements in advertisements.

4. Describe the elements of design.

5. Describe the use of color in advertisements.
EVENT SITUATION

You are to assume the role of marketing specialist for a sports and entertainment marketing firm. The president of STAR ONE RODEO (judge) has asked you to describe a poster/billboard that you will design for the 10-day event.

STAR ONE RODEO is a 10-day event held in March that features popular country, pop, and rock musicians; a world-class rodeo; mile-long carnival; huge food vendor court; a large retail exhibit hall and livestock show. The rodeo has never spent a lot of money on advertising; however, the bad economy has triggered the rodeo committee to add funds to the advertising budget. The organizers of the rodeo believe that billboards and posters located strategically in high-traffic areas will increase awareness and attendance to the rodeo.

The president of STAR ONE RODEO (judge) has asked you to describe the information, graphics, and color that will be used on posters and billboards to advertise the rodeo. You must explain the central theme of the advertisement.

You will present your billboard/poster concept to the president of STAR ONE RODEO (judge) in a role-play to take place in the president’s (judge’s) office. The president (judge) will begin the role-play by greeting you and asking you to explain your advertisement to attract greater attendance to the rodeo. After you have explained your advertising strategy and have answered the president’s (judge’s) questions, the president of STAR ONE RODEO (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 president of Star One Rodeo. You have asked a marketing specialist for a sports and entertainment marketing firm (participant) to describe a poster/billboard to advertise the 10-day event.

Star One Rodeo is a 10-day event held in March that features popular country, pop, and rock musicians; a world-class rodeo; mile-long carnival; huge food vendor court; a large retail exhibit hall and livestock show. The rodeo has never spent a lot of money on advertising; however, the bad economy has triggered the rodeo committee to add funds to the advertising budget. The organizers of the rodeo believe that billboards and posters located strategically in high-traffic areas will increase awareness and attendance to the rodeo.

You have asked the marketing specialist for a sports and entertainment firm (participant) to describe the content, graphics, and color that will be used on posters and billboards to advertise the rodeo. The marketing specialist (participant) must explain the central theme of the advertisement.

The marketing specialist (participant) will present the poster/billboard advertisement to you in a meeting to take place in your office. You will begin the role-play by greeting the marketing specialist (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. What type of billboard/poster will show the diversity of entertainment offered at the rodeo?
2. Is there one target market for this event?
3. Would you recommend more than a billboard/poster advertising campaign?

Once the marketing specialist (participant) has presented the advertisement and has answered your questions, you will conclude the role-play by thanking the marketing specialist (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

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**JUDGE’S EVALUATION FORM**  
**SEM**

**DID THE PARTICIPANT:**

1. **Explain the nature of effective communications?**

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</table>

   Attempts at explaining the nature of effective communication were inadequate or weak.

2. **Explain the components of advertisements?**

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   Attempts at explaining the components of advertisements were inadequate or weak.

3. **Explain the importance of coordinating elements in advertisements?**

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   Attempts at explaining the importance of coordinating elements in advertisements were weak or incorrect.

4. **Describe the elements of design?**

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   Attempts at describing the elements of design were inadequate or unclear.

5. **Describe the use of color in advertisements?**

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   Attempts at describing the use of color in advertisements were inadequate or weak.

6. **Overall impression and response to the judge’s questions.**

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   Demonstrated few skills; could not answer the judge’s questions.

   Demonstrated limited ability to link some skills; answered the judge’s questions adequately.

   Demonstrated the specified skills; answered the judge’s questions effectively.

   Demonstrated skills confidently and professionally; answered the judge’s questions very effectively and thoroughly.

 Judge’s Initials _______________  
 TOTAL SCORE __________
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. Describe marketing functions and related activities.

2. Explain types of advertising media.

3. Identify communication channels used in sales promotions.

4. Describe the elements of design.

5. Describe effective advertising layouts.
EVENT SITUATION

You are to assume the role of marketing manager for Country 93, a popular country-music radio station located in a city with 2 million people. The general manager for Country 93 (judge) has asked you to develop a two-part advertising campaign for an outdoor country music concert.

Country 93 is a popular country-music radio station located in a large city. Country 93 is ranked #2 in the community for the number of listeners. The community where the Country 93 is located has numerous city buses, cabs, and a subway system. Each form of transportation now offers space for monthly advertising. Country 93 also has a website that allows listeners throughout the country to listen to the station on the web. Country 93 has organized the first annual “Day in the Country” outdoor music festival, located on a large ranch that is 30 miles outside of the city limits. The outdoor music festival scheduled for June 15 features some of country music’s hottest artists.

The manager of Country 93 (judge) wants you to develop mobile advertising and Internet advertising strategies to make the first annual “Day in the Country” a big hit. You must choose and defend the best form of public transportation for the mobile advertisements. You also must describe what information and picture(s) will be included in the mobile advertisements to make sure prospective customers have all of the necessary information about the concern. The manager of Country 93 (judge) wants you to determine when advertising for the event will begin.

Since Country 93 broadcasts on the Internet, the manager (judge) also wants to hear your Internet advertising strategy for the “Day in the Country” music festival. You must explain how soon the Internet advertisement will be in place to increase nationwide interest for the country music festival.

You will present your advertising strategies to the manager of Country 93 (judge) in a role-play to take place in the manager’s (judge’s) office. The manager (judge) will begin the role-play by greeting you and asking to hear your plan to advertise a successful music festival. You must explain the important concepts of place, message, and message frequency. After you have explained your advertising strategies and have answered the manager’s (judge’s) questions, the manager of Country 93 (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 general manager of COUNTRY 93, a popular country-music radio station located in a city with 2 million people. You have asked the marketing manager (participant) to develop a two-part advertising campaign for an outdoor country music concert.

COUNTRY 93 is a popular country-music radio station located in a large city. COUNTRY 93 is ranked #2 in the community for the number of listeners. The community where the COUNTRY 93 is located has numerous city buses, cabs, and a subway system. Each form of transportation now offers space for monthly advertising. COUNTRY 93 also has a website that allows listeners throughout the country to listen to the station on the web. COUNTRY 93 has organized the first annual “Day in the Country” outdoor music festival, located on a large ranch that is 30 miles outside of the city limits. The outdoor music festival scheduled for June 15 features some of country music’s hottest artists.

You want the marketing manager (participant) to develop mobile advertising and Internet advertising strategies to make the first annual “Day in the Country” a big hit. The marketing manager (participant) must choose and defend the best form of public transportation for the mobile advertisements. The marketing manager (participant) also must describe what information and picture(s) will be included in the mobile advertisements to make sure prospective customers have all of the necessary information about the concern. You want the marketing manager (participant) to determine when advertising for the event will begin.
Since **Country 93** broadcasts on the Internet, you also want an Internet advertising strategy for the “Day in the Country” music festival. The marketing manager (participant) must explain how soon the Internet advertisement will be in place to increase nationwide interest for the country music festival.

The marketing manager (participant) will present the campaign to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing manager (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. What is the advantage of using mobile advertisements in a large city?
2. How will we be able to measure the effectiveness of your campaign?
3. Do our efforts need to only be targeting country music fans?

Once the marketing manager (participant) has presented the advertising campaign and has answered your questions, you will conclude the role-play by thanking the marketing manager (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.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
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<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>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 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
**JUDGE’S EVALUATION FORM**

**SEM**

**DID THE PARTICIPANT:**

1. **Describe marketing functions and related activities?**
   - **Little/No Value**
   - **Below Expectations**
   - **Meets Expectations**
   - **Exceeds Expectations**
   - Attempts at describing marketing functions and related activities were inadequate or weak.
   - Adequately described marketing functions and related activities.
   - Effectively described marketing functions and related activities.
   - Very effectively described marketing functions and related activities.
   - 0, 1, 2, 3, 4, 5
   - 6, 7, 8, 9, 10, 11
   - 12, 13, 14, 15
   - 16, 17, 18

2. **Explain types of advertising media?**
   - **Little/No Value**
   - **Below Expectations**
   - **Meets Expectations**
   - **Exceeds Expectations**
   - Attempts at explaining types of advertising media were inadequate or weak.
   - Adequately explained types of advertising media.
   - Effectively explained types of advertising media.
   - Very effectively explained types of advertising media.
   - 0, 1, 2, 3, 4, 5
   - 6, 7, 8, 9, 10, 11
   - 12, 13, 14, 15
   - 16, 17, 18

3. **Identify communication channels used in sales promotions?**
   - **Little/No Value**
   - **Below Expectations**
   - **Meets Expectations**
   - **Exceeds Expectations**
   - Attempts at identifying communication channels used in sales promotions were weak or incorrect.
   - Adequately identified communication channels used in sales promotions.
   - Effectively identified communication channels used in sales promotions.
   - Very effectively identified communication channels used in sales promotions.
   - 0, 1, 2, 3, 4, 5
   - 6, 7, 8, 9, 10, 11
   - 12, 13, 14, 15
   - 16, 17, 18

4. **Describe the elements of design?**
   - **Little/No Value**
   - **Below Expectations**
   - **Meets Expectations**
   - **Exceeds Expectations**
   - Attempts at describing the elements of design were inadequate or unclear.
   - Adequately described the elements of design.
   - Effectively described the elements of design.
   - Very effectively described the elements of design.
   - 0, 1, 2, 3, 4, 5
   - 6, 7, 8, 9, 10, 11
   - 12, 13, 14, 15
   - 16, 17, 18

5. **Describe effective advertising layouts?**
   - **Little/No Value**
   - **Below Expectations**
   - **Meets Expectations**
   - **Exceeds Expectations**
   - Attempts at describing effective advertising layouts were inadequate or weak.
   - Adequately described effective advertising layouts.
   - Effectively described effective advertising layouts.
   - Very effectively described effective advertising layouts.
   - 0, 1, 2, 3, 4, 5
   - 6, 7, 8, 9, 10, 11
   - 12, 13, 14, 15
   - 16, 17, 18

6. **Overall impression and response to the judge’s questions.**
   - **Little/No Value**
   - **Below Expectations**
   - **Meets Expectations**
   - **Exceeds Expectations**
   - Demonstrated few skills; could not answer the judge’s questions.
   - Demonstrated limited ability to link some skills; answered the judge’s questions adequately.
   - Demonstrated the specified skills; answered the judge’s questions effectively.
   - Demonstrated skills confidently and professionally; answered the judge’s questions very effectively and thoroughly.
   - 0, 1, 2
   - 3, 4, 5
   - 6, 7, 8
   - 9, 10

**Judge’s Initials ____________**

**TOTAL SCORE ____________**
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 relationship between customer service and channel management.

2. Describe the use of technology in the channel management function.

3. Coordinate channel management with other marketing activities.

4. Explain the nature and scope of channel management.

5. Explain the need for professional and ethical standards in marketing.
EVENT SITUATION

You are to assume the role of sales manager for a major university’s football program. The university’s athletic director (judge) has asked you to create a marketing strategy that will ensure fair sale of football tickets to fans and eliminate illegal ticket scalping.

The university’s popular and successful football team has sold out their 86,000-seat home stadium the last 400 games. Season ticket holders have first chance at tickets, which cost an average of $65/game. Ticket prices are higher for the marquee conference and non-conference games. Many season ticket holders will purchase tickets and then sell them for higher prices to individuals who desperately want to attend a football game, even though ticket scalping is illegal.

Tickets are available for purchase online and at the university’s athletic office. It is not unusual for tickets to sell out within five minutes of going on sale, with 90% of sales being made online.

The athletic director (judge) has become increasingly concerned about ticket scalping and is interested in giving more fans the opportunity to attend the football games. The athletic director (judge) wants you to create a marketing strategy for fairly distributing football tickets to fans that will eliminate illegal ticket scalping.

You will present your strategy to the athletic director (judge) in a role-play to take place in the athletic director’s (judge’s) office. The athletic director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your marketing strategy and have answered the athletic director’s (judge’s) questions, the athletic 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. 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 athletic director for a major university. You have asked the university’s football program sales manager (participant) to create a marketing strategy that will ensure fair sale of football tickets to fans and eliminate illegal ticket scalping.

The university’s popular and successful football team has sold out their 86,000-seat home stadium the last 400 games. Season ticket holders have first chance at tickets, which cost an average of $65/game. Ticket prices are higher for the marquee conference and non-conference games. Many season ticket holders will purchase tickets and then sell them for higher prices to individuals who desperately want to attend a football game, even though ticket scalping is illegal.

Tickets are available for purchase online and at the university’s athletic office. It is not unusual for tickets to sell out within five minutes of going on sale, with 90% of sales being made online.

You have become increasingly concerned about ticket scalping and are interested in giving more fans the opportunity to attend the football games. You want the sales manager (participant) to create a marketing strategy for fairly distributing football tickets to fans that will eliminate illegal ticket scalping.

The sales manager (participant) will present to you in a role-play to take place in your office. You will begin the role-play by greeting the sales manager (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. Is the rule of supply and demand affecting ticket sales?

2. If season ticket holders continue buying their tickets for decades, how can we get new fans actively involved in acquiring football tickets?

Once the sales manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the sales manager (participant) for their 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.

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JUDGE’S EVALUATION FORM

SEM

DID THE PARTICIPANT:

1. Explain the relationship between customer service and channel management?
   **Little/No Value**
   0, 1, 2, 3, 4, 5
   Attempts to explain the relationship between customer service and channel management were inadequate or weak.
   **Below Expectations**
   6, 7, 8, 9, 10, 11
   Adequately explained the relationship between customer service and channel management.
   **Meets Expectations**
   12, 13, 14, 15
   Effectively explained the relationship between customer service and channel management.
   **Exceeds Expectations**
   16, 17, 18
   Very effectively explained the relationship between customer service and channel management.

2. Describe the use of technology in the channel management function?
   **Little/No Value**
   0, 1, 2, 3, 4, 5
   Attempts to describe the use of technology in the channel management function were inadequate or weak.
   **Below Expectations**
   6, 7, 8, 9, 10, 11
   Adequately described the use of technology in the channel management function.
   **Meets Expectations**
   12, 13, 14, 15
   Effectively described the use of technology in the channel management function.
   **Exceeds Expectations**
   16, 17, 18
   Very effectively described the use of technology in the channel management function.

3. Coordinate channel management with other marketing activities?
   **Little/No Value**
   0, 1, 2, 3, 4, 5
   Attempts to coordinate channel management with other marketing activities were weak or incorrect.
   **Below Expectations**
   6, 7, 8, 9, 10, 11
   Adequately coordinated channel management with other marketing activities.
   **Meets Expectations**
   12, 13, 14, 15
   Effectively coordinated channel management with other marketing activities.
   **Exceeds Expectations**
   16, 17, 18
   Very effectively coordinated channel management with other marketing activities.

4. Explain the nature and scope of channel management?
   **Little/No Value**
   0, 1, 2, 3, 4, 5
   Attempts to explain nature and scope of channel management were inadequate or unclear.
   **Below Expectations**
   6, 7, 8, 9, 10, 11
   Adequately explained the nature and scope of channel management.
   **Meets Expectations**
   12, 13, 14, 15
   Effectively explained the nature and scope of channel management.
   **Exceeds Expectations**
   16, 17, 18
   Very effectively explained the nature and scope of channel management.

5. Explain the need for professional and ethical standards in marketing?
   **Little/No Value**
   0, 1, 2, 3, 4, 5
   Attempts to explain need for professional and ethical standards in marketing were inadequate or weak.
   **Below Expectations**
   6, 7, 8, 9, 10, 11
   Adequately explained the need for professional and ethical standards in marketing.
   **Meets Expectations**
   12, 13, 14, 15
   Effectively explained the need for professional and ethical standards in marketing.
   **Exceeds Expectations**
   16, 17, 18
   Very effectively explained the need for professional and ethical standards in marketing.

6. Overall impression and response to the judge’s questions.
   **Little/No Value**
   0, 1, 2
   Demonstrated few skills; could not answer the judge’s questions.
   **Below Expectations**
   3, 4, 5
   Demonstrated limited ability to link some skills; answered the judge’s questions adequately.
   **Meets Expectations**
   6, 7, 8
   Demonstrated the specified skills; answered the judge’s questions effectively.
   **Exceeds Expectations**
   9, 10
   Demonstrated skills confidently and professionally; answered the judge’s questions very effectively and thoroughly.

Judge’s Initials __________________________  TOTAL SCORE ________________
This publication is designed to assist DECA members and their local chapter advisors in preparing for the Individual Series events. This booklet will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition.

DECA Images offers a full range of competitive event preparation materials including:

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- Sample Role Plays & Case Studies
- Instructor’s Guides
- Bell Ringer Activities
- Written Event Winners
- Flash Cards

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