



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

SPORTS AND ENTERTAINMENT MARKETING 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 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- 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
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Develop communications objectives.
2. Develop sales promotion plan to achieve communications objectives.
3. Develop advertising plan to achieve communications objectives.
4. Leverage product's/service's competitive advantage.
5. Set prices.

CASE STUDY SITUATION

You are the director of marketing and the director of promotions for CINEMA PRO, a new streaming movie subscription service set to launch in two months. CINEMA PRO differs from other streaming subscription services by only offering movies considered to be art house, independent, foreign or classic films.

CINEMA PRO considers itself to be a boutique film streaming service that fills a void left by the mainstream streaming services. Only 3% of the movies offered by CINEMA PRO are available on mainstream streaming services. The types of movies offered have only been available in contemporary times on classic television cable stations, independent movie houses or on DVD.

While mainstream streaming services offer thousands of movies and television shows for customers, CINEMA PRO has roughly 700 movies. While the quantity is significantly lower than mainstream streaming services, the quality and type of selection is what CINEMA PRO wants to market. Mainstream streaming services offer different tiers of membership, but the average price for a subscription is \$9.99/month.

Executives at CINEMA PRO know that the target market for its service are film buffs. CINEMA PRO will appeal to men and women of all ages that have a deep love and appreciation for masterly made films. While the films are not box office hits, they are all critically acclaimed and have a place in the rich history of film making. This is an extremely underserved market. CINEMA PRO will be the first endeavor to engage this narrow market with the product they have long desired.

YOUR CHALLENGE

The senior vice president of CINEMA PRO is unsure how to reach the target market to communicate the launch of this exciting new streaming service. The senior vice president needs your team to do the following:

- Develop communications objectives for the launch of CINEMA PRO
- Create a sales promotion plan that will achieve communications objectives
- Identify traditional advertising channels that will reach target market and achieve objectives
- Identify nontraditional advertising channels that will reach target market and achieve objectives
- Determine a subscription trial period and monthly subscription rate for CINEMA PRO

You will discuss your plans with the senior vice president in a meeting to take place in the vice president's office. Additional executives from CINEMA PRO may accompany the senior vice president.

You will receive 2-3 questions from the judge pertaining to the case situation.



SPORTS AND ENTERTAINMENT MARKETING

Participant: _____

I.D. Number: _____

JUDGE EVALUATION FORM
2017-2018 Web Sample

INSTRUCTIONAL AREA
Promotion

Participant: _____

I.D. Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop sales promotion plan to achieve communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Develop advertising plans to achieve the communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Leverage product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Set prices?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						