DECA

SPORTS AND ENTERTAINMENT MARKETING

2013 SAMPLE ROLE PLAYS

AS USED IN DECA'S INDIVIDUAL SERIES EVENTS
Sports and Entertainment Marketing

Individual Series Events

DECA Images
1908 Association Drive
Reston, Virginia 20191-1594

DECA Images

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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.
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. Maintain a safe work environment.

2. Discuss legal ramifications of breaching rules and regulations.

3. Explain routine security precautions.

4. Communicate core values of product/service.

5. Explain procedures for handling accidents.
EVENT SITUATION

You are to assume the role of general manager of BLUE SKY PAVILION, an outdoor music venue. The president (judge) of BLUE SKIES INC., the company that owns BLUE SKY PAVILION, has asked for your recommendations to improve patron safety at the venue.

BLUE SKY PAVILION is an amphitheater that seats 9,000 under a pavilion roof and 12,000 more in bleachers under the open sky. The venue has only been in operation for three years but has already become a regular stop for touring bands and musical artists. During a concert season that runs from June through September, BLUE SKY PAVILION hosts between 30-50 performances.

During a show a couple weeks ago, a patron was walking down one of the concrete aisles to return to her seat. The concert was well underway with the headline act performing. The crowd was responding enthusiastically—standing, dancing, clapping and singing at their seats. Some of the crowd had even spilled out into the aisles in an attempt to give themselves more room. It was at this time that the patron took a misstep in a crowded aisle and fell, severely breaking her ankle.

Some well-intentioned fans eventually tried to get the woman off the aisle floor and back to her seat. However, this only made things worse as the woman then suffered a dislocation of the same ankle that had just been broken. By the time ushers could be located, nearly 15 minutes had passed since the accident. Paramedics finally arrived on the scene a full 40 minutes after the accident.

Yesterday, the president (judge) received a letter from the woman who suffered the injury at your venue. She stated how upset she was with the way her accident was handled and that the dislocation never would have happened if she had been promptly attended to in the first place. Her doctors have told her she will have a long but full recovery. She also mentioned that she is discussing the matter with an attorney.

The president (judge) of BLUE SKIES INC. is concerned about the manner in which BLUE SKY PAVILION dealt with the woman’s injury. The company’s attorney is performing a preliminary review of the situation in the event legal action is pursued. In the meantime, the president (judge) has requested a meeting with you to obtain your recommendations on how to deal with accidents and injuries in a more timely manner. In your presentation, you are to address the following:

- The importance of safety to both patrons and BLUE SKY PAVILION.
- Specific recommendations to prevent similar accidents from happening in the future.
- Recommendations that will allow staff to respond to patron accidents in a more timely manner.

You will present your recommendations to the president (judge) of BLUE SKIES INC. 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 your ideas. After you have presented your recommendations and have answered the president’s (judge’s) questions, the president (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 BLUE SKIES INC. the company that owns and operates BLUE SKY PAVILION, an outdoor music venue. You have asked your general manager (participant) for recommendations to improve patron safety at the venue.

BLUE SKY PAVILION is an amphitheater that seats 9,000 under a pavilion roof and 12,000 more in bleachers under the open sky. The venue has only been in operation for three years but has already become a regular stop for touring bands and musical artists. During a concert season that runs from June through September, BLUE SKY PAVILION hosts between 30-50 performances.

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You are concerned about the manner in which BLUE SKY PAVILION dealt with the woman’s injury. The company’s attorney is performing a preliminary review of the situation in the event legal action is pursued. In the meantime, you have requested a meeting with your general manager (participant) to obtain recommendations on how to deal with accidents and injuries in a more timely manner. You have asked the general manager (participant) to address the following:

- The importance of safety to both patrons and BLUE SKY PAVILION.
- Specific recommendations to prevent similar accidents from happening in the future.
- Recommendations that will allow staff to respond to patron accidents in a more timely manner.

The general manager (participant) will present recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the general 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 do your recommendations say about our brand?

2. Why is customer relations management so important?

Once the general manager (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the general 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>
</tr>
</thead>
<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 2013**

**DID THE PARTICIPANT:**

<table>
<thead>
<tr>
<th></th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Maintain a safe work environment?</td>
<td>0, 1, 2, 3, 4, 5</td>
<td>6, 7, 8, 9, 10, 11</td>
<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
</tr>
<tr>
<td></td>
<td>Attempts to maintain a safe work environment were inadequate or weak.</td>
<td>Adequately maintained a safe work environment.</td>
<td>Effectively maintained a safe work environment.</td>
<td>Very effectively maintained a safe work environment.</td>
</tr>
<tr>
<td>2. Discuss legal ramifications of breaching rules and regulations?</td>
<td>0, 1, 2, 3, 4, 5</td>
<td>6, 7, 8, 9, 10, 11</td>
<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
</tr>
<tr>
<td></td>
<td>Attempts to discuss legal ramifications of breaching rules and regulations were inadequate or weak.</td>
<td>Adequately discussed legal ramifications of breaching rules and regulations.</td>
<td>Effectively discussed legal ramifications of breaching rules and regulations.</td>
<td>Very effectively discussed legal ramifications of breaching rules and regulations.</td>
</tr>
<tr>
<td>3. Explain routine security precautions?</td>
<td>0, 1, 2, 3, 4, 5</td>
<td>6, 7, 8, 9, 10, 11</td>
<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
</tr>
<tr>
<td></td>
<td>Attempts to explain routine security precautions were weak or incorrect.</td>
<td>Adequately explained routine security precautions.</td>
<td>Effectively explained routine security precautions.</td>
<td>Very effectively explained routine security precautions.</td>
</tr>
<tr>
<td>4. Communicate core values of product/service?</td>
<td>0, 1, 2, 3, 4, 5</td>
<td>6, 7, 8, 9, 10, 11</td>
<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
</tr>
<tr>
<td></td>
<td>Attempts to communicate core values of product/service were inadequate or unclear.</td>
<td>Adequately communicated core values of product/service.</td>
<td>Effectively communicated core values of product/service.</td>
<td>Very effectively communicated core values of product/service.</td>
</tr>
<tr>
<td>5. Explain procedures for handling accidents?</td>
<td>0, 1, 2, 3, 4, 5</td>
<td>6, 7, 8, 9, 10, 11</td>
<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
</tr>
<tr>
<td></td>
<td>Attempts to explain procedures for handling accidents were inadequate or weak.</td>
<td>Adequately explained procedures for handling accidents.</td>
<td>Effectively explained procedures for handling accidents.</td>
<td>Very effectively explained procedures for handling accidents.</td>
</tr>
<tr>
<td>6. Overall impression and response to the judge’s questions.</td>
<td>0, 1, 2</td>
<td>3, 4, 5</td>
<td>6, 7, 8</td>
<td>9, 10</td>
</tr>
<tr>
<td></td>
<td>Demonstrated few skills; could not answer the judge’s questions.</td>
<td>Demonstrated limited ability to link some skills; answered the judge’s questions adequately.</td>
<td>Demonstrated the specified skills; answered the judge’s questions effectively.</td>
<td>Demonstrated skills confidently and professionally; answered the judge’s questions very effectively and thoroughly.</td>
</tr>
</tbody>
</table>

**Judge’s Initials** ____________________________  **TOTAL SCORE** ____________________________
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 factors that affect the business environment.

2. Discuss the global environment in which businesses operate.

3. Explain the concept of economic resources.

4. Identify factors affecting a business’s profit.

5. Identify product’s/service’s competitive advantage.
EVENT SITUATION

You are to assume the role of general manager of the BROOKLINE ICE CATS, a professional ice hockey team. The owner (judge) has asked for your recommendations regarding an upcoming relocation of the franchise.

The BROOKLINE ICE CATS are a professional minor league hockey team playing in the Continental Hockey League. The franchise began in the city of Brookline (population 112,000) and has remained there since 1975. While considered “minor league,” the ICE CAT players are only one step away from playing in the National Hockey League. The ICE CATS serve as the top level affiliate for two NHL teams and many players for the CATS eventually wind up playing in the NHL.

The ICE CATS play all their home games in the Brookline Arena, which was built in 1948 with a seating capacity of 8,400. Average home game attendance last season was 2,168, down from its peak of 6,598 twenty years earlier. The decline has more to do with the environment than the team’s performance on the ice. The arena is old and in disrepair and the surrounding neighborhood is no longer considered as safe as it once was. Last week it was learned that the arena is structurally unsafe and has been condemned—leaving the ICE CATS without a place to play their home games next season.

The owner (judge) has decided that the team needs to move to another city and will sever its long-standing ties to the city of Brookline. The only condition regarding the next home of the ICE CATS is that the new city must not already have a team in the Continental Hockey League. The owner (judge) has requested a meeting with you to obtain your recommendations regarding the requirements that the new city must meet. Specifically, you must address the following:

• List and explain the absolute minimum requirements that the new city must meet for the ICE CATS to consider moving to that locale.
• List and explain any secondary characteristics a city might offer that could influence the team to move there over anywhere else.

You will present your recommendations to the owner (judge) in a role-play to take place in the owner’s (judge’s) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the owner’s (judge’s) questions, the owner (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

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   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

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You have decided that the team needs to move to another city and will sever its long-standing ties to the city of Brookline. The only condition regarding the next home of the ICE CATS is that the new city must not already have a team in the Continental Hockey League. You have requested a meeting with the general
manager (participant) to obtain recommendations regarding the requirements that the new city must meet. Specifically, they must address the following:

- The absolute minimum requirements that the new city must meet for the ICE CATS to consider moving to that locale.
- Any secondary characteristics that a city might offer that could influence the team to move there over anywhere else.

The general manager (participant) will present recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the general 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 it appropriate for local and state governments to offer tax breaks and other monetary incentives to professional sports teams? Please explain.

2. Would the move to another city require a team and mascot change from the ICE CATS to something else? Please explain.

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

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<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>
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<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>
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<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 2013**

**DID THE PARTICIPANT:**

1. Describe factors that affect the business environment?

<table>
<thead>
<tr>
<th>Little/No Value</th>
<th>Below Expectations</th>
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<tr>
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<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
</tr>
</tbody>
</table>

Attempts at describing factors that affect the business environment were inadequate or weak.

2. Discuss the global environment in which businesses operate?

<table>
<thead>
<tr>
<th>Little/No Value</th>
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</tr>
</tbody>
</table>

Attempts at discussing the global environment in which businesses operate were inadequate or weak.

3. Explain the concept of economic resources?

<table>
<thead>
<tr>
<th>Little/No Value</th>
<th>Below Expectations</th>
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<td>16, 17, 18</td>
</tr>
</tbody>
</table>

Attempts at explaining the concept of economic resources were weak or incorrect.

4. Identify factors affecting a business’s profit?

<table>
<thead>
<tr>
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<td>16, 17, 18</td>
</tr>
</tbody>
</table>

Attempts at identifying factors affecting a business’s profit were inadequate or unclear.

5. Identify product’s/service’s competitive advantage?

<table>
<thead>
<tr>
<th>Little/No Value</th>
<th>Below Expectations</th>
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<th>Exceeds Expectations</th>
</tr>
</thead>
<tbody>
<tr>
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<td>6, 7, 8, 9, 10, 11</td>
<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
</tr>
</tbody>
</table>

Attempts at identifying product’s/service’s competitive advantage were inadequate or weak.

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

<table>
<thead>
<tr>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
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</thead>
<tbody>
<tr>
<td>0, 1, 2</td>
<td>3, 4, 5</td>
<td>6, 7, 8</td>
<td>9, 10</td>
</tr>
</tbody>
</table>

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

Judge’s Initials ______________  TOTAL SCORE __________
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. Communicate core values of product/service.

2. Explain consequences of unprofessional and/or unethical behavior in marketing.

3. Explain the need for professional and ethical standards in marketing.

4. Describe factors used by marketers to position products/services.

5. Explain the nature of marketing management.
EVENT SITUATION

You are to assume the role of vice-president of marketing for PLAYDIUM PARKS, a large amusement park operator. The president (judge) has asked for your analysis and recommendation on how to deal with a recent statement made by your celebrity endorser.

PLAYDIUM PARKS operates a chain of amusement parks. Started in 1974, PLAYDIUM PARKS operates eleven amusement parks, all under the PLAYDIUM brand. Each park has over 50 rides spread over 65 acres and includes three carousels, a train, twelve roller coasters, four water rides and over thirty other attractions. PLAYDIUM PARKS have a primary target market of families with children over the age of three. A secondary market exists for “tweens” and teens that desire to experience the park independently of their parents. Last year, PLAYDIUM PARKS took in revenue of over $1.4 billion from operation of all eleven parks.

Park revenue has risen 4% a year over the past three years, helped in part by a very successful advertising campaign featuring actor/comedian Colin Drake. PLAYDIUM PARKS has been very pleased with its association with Drake. In addition to helping boost park revenue, Colin Drake scores very well in popularity and recognition tests among PLAYDIUM’S target customers and ranks among the top ten corporate celebrity endorsers. Drake, who is paid $1.6 million a year, has one year remaining on his four-year contract with PLAYDIUM PARKS.

Last week, while appearing as a guest on a late night talk show, Colin Drake, in referring to those who give money to animal shelters and animal rights groups, said, “these crazies would rather give a Milk Bone to some stupid dog than a meal to a hungry human being.” Since then, Drake’s comment has been a hot topic on talk-radio shows and news programs around the country. Phone calls, e-mails and letters have been pouring into PLAYDIUM headquarters both in support of and in opposition to Drake’s comment. A spokesperson for Colin Drake issued a statement saying that Drake was simply exercising his right to freedom of speech.

The president (judge) of PLAYDIUM PARKS is concerned about the controversy being generated by its celebrity endorser and has requested a meeting with you to obtain your analysis and recommendation on how to deal with the situation. Specifically, your presentation must address the following:

- Explain how Colin Drake’s comment can potentially impact PLAYDIUM PARKS.
- List some options that PLAYDIUM PARKS has in how it deals with Drake’s controversial comment. State the advantages and disadvantages of each option.
- Recommend how PLAYDIUM PARKS should deal with this situation and provide your rationale.

You will present your recommendations to the president (judge) of PLAYDIUM PARKS 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 your ideas. After you have presented your recommendations and have answered the president’s (judge’s) questions, the president (judge) will conclude the role-play by thanking you for your work.

(The name Colin Drake used in this scenario is fictitious. Any resemblance to real persons, living or dead, is purely coincidental.)
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 PLAYDIUM PARKS, a large amusement park operator. You have asked your vice-president of marketing (participant) for an analysis and recommendation on how to deal with a recent statement made by your celebrity endorser.

PLAYDIUM PARKS operates a chain of amusement parks. Started in 1974, PLAYDIUM PARKS operates eleven amusement parks, all under the PLAYDIUM brand. Each park has over 50 rides spread over 65 acres and includes three carousels, a train, twelve roller coasters, four water rides and over thirty other attractions. PLAYDIUM PARKS have a primary target market of families with children over the age of three. A secondary market exists for “tweens” and teens that desire to experience the park independently of their parents. Last year, PLAYDIUM PARKS took in revenue of over $1.4 billion from operation of all eleven parks.

Park revenue has risen 4% a year over the past three years, helped in part by a very successful advertising campaign featuring actor/comedian Colin Drake. PLAYDIUM PARKS has been very pleased with its association with Drake. In addition to helping boost park revenue, Colin Drake scores very well in popularity and recognition tests among PLAYDIUM’S target customers and ranks among the top ten corporate celebrity endorsers. Drake, who is paid $1.6 million a year, has one year remaining on his four-year contract with PLAYDIUM PARKS.
Last week, while appearing as a guest on a late night talk show, Colin Drake, in referring to those who give money to animal shelters and animal rights groups, said, “these crazies would rather give a Milk Bone to some stupid dog than a meal to a hungry human being.” Since then, Drake’s comment has been a hot topic on talk-radio shows and news programs around the country. Phone calls, e-mails and letters have been pouring into PLAYDIUM headquarters both in support of and in opposition to Drake’s comment. A spokesperson for Colin Drake issued a statement saying that Drake was simply exercising his right to freedom of speech.

You are concerned about the controversy being generated by your celebrity endorser and have requested a meeting with your vice-president of marketing (participant) to obtain an analysis and recommendation on how to deal with the situation. Specifically, the presentation must address the following:

- Explain how Colin Drake’s comment can potentially impact PLAYDIUM PARKS.
- List some options that PLAYDIUM PARKS has in how it deals with Drake’s controversial comment. State the advantages and disadvantages of each option.
- Recommend how PLAYDIUM PARKS should deal with this situation and provide rationale.

The vice-president of marketing (participant) will present recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the vice-president (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. Shouldn’t a celebrity have the same freedom of speech rights as any other citizen?

2. Our park has a policy banning all animals except working-aid animals. Should we adjust the policy?

Once the vice-president (participant) has presented and has answered your questions, you will conclude the role-play by thanking the vice-president (participant) for the work.

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

(The name Colin Drake used in this scenario is fictitious. Any resemblance to real persons, living or dead, is purely coincidental.)
### 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>
</tr>
</thead>
<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>
## DID THE PARTICIPANT:

<table>
<thead>
<tr>
<th></th>
<th>Communicate core values of product/service?</th>
<th>Explain consequences of unprofessional and/or unethical behavior in marketing?</th>
<th>Explain the need for professional and ethical standards in marketing?</th>
<th>Describe factors used by marketers to position products/services?</th>
<th>Explain the nature of marketing management?</th>
<th>Overall impression and response to the judge’s questions.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Little/No Value</td>
<td>Below Expectations</td>
<td>Meets Expectations</td>
<td>Exceeds Expectations</td>
<td>Attempts at explaining the need for professional and ethical standards in marketing were weak or incorrect.</td>
<td>Demonstrated few skills; could not answer the judge’s questions.</td>
</tr>
<tr>
<td></td>
<td>0, 1, 2, 3, 4, 5</td>
<td>6, 7, 8, 9, 10, 11</td>
<td>Adequately communicated core values of product/service.</td>
<td>Effectively explained core values of product/service.</td>
<td>Adequately explained the need for professional and ethical standards in marketing.</td>
<td>Demonstrated limited ability to link some skills; answered the judge’s questions adequately.</td>
</tr>
<tr>
<td></td>
<td>Attempts at communicating core values of product/service were inadequate or weak.</td>
<td>Adequately explained consequences of unprofessional and/or unethical behavior in marketing.</td>
<td>Effectively explained the need for professional and ethical standards in marketing.</td>
<td>Very effectively described factors used by marketers to position products/services.</td>
<td>Adequately explained the nature of marketing management.</td>
<td>Demonstrated limited ability to link some skills; answered the judge’s questions adequately.</td>
</tr>
<tr>
<td></td>
<td>Adequately communicated core values of product/service.</td>
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<td>Effectively explained the nature of marketing management.</td>
<td>Demonstrated limited ability to link some skills; answered the judge’s questions adequately.</td>
</tr>
</tbody>
</table>

**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 concept of market and market identification.

2. Explain the role of situation analysis in the marketing planning process.

3. Explain the nature of marketing plans.

4. Explain the nature of marketing management.

5. Explain business ethics in selling.
You are to assume the role of ticket director at WESTERN UNIVERSITY, a large state-run university. The athletic director (judge) has asked you to develop a marketing plan for the quick sale of bowl game tickets.

WESTERN UNIVERSITY, founded in 1875, is renowned for its rich academics and research. With an undergraduate enrollment of 31,000 and a graduate enrollment of 9,000, the university also offers a full athletic program, competing in 25 intercollegiate sports. WESTERN is a member of the NCAA and competes in Division 1 in all sports.

This season, WESTERN UNIVERSITY has received a lot of notoriety from the success of its football team. Over the years however, WESTERN football has not had a lot of on-field success—until this season. The team has just finished with an 11-1 record and will be invited to one of the six BCS bowl games, a reward for being one of the top twelve teams in the country.

WESTERN UNIVERSITY has an allotment of 19,400 tickets for the bowl game that they are required to sell. Any tickets not sold to fans must still be paid for through the university’s athletic department budget. Bowl game tickets are priced at $225 and $90 each. With only 16 days before the bowl game, ticket sales have been slow, with only 7,600 sold. Fans and alumni have complained about the price of the game tickets as well as the travel distance involved. From WESTERN’S campus to the bowl site is over 2,600 miles, which makes air travel very expensive, especially during the holiday season when the bowl game will be played.

As of now, if WESTERN is unable to sell the remaining 11,800 bowl game tickets, it could wind up costing the athletic department over $1.8 million for the privilege of playing in the game. The athletic director (judge) has asked you to develop a marketing plan to stimulate ticket sales in the final few weeks before the game, keeping in mind that thousands of tickets have already been sold at full price.

You will present your marketing plan to the athletic director (judge) in a role-play to take place in the 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 plan and have answered the athletic 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. 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 at WESTERN UNIVERSITY, a large state-run university. You have asked your ticket director (participant) to develop a marketing plan for the quick sale of bowl game tickets.

WESTERN UNIVERSITY, founded in 1875, is renowned for its rich academics and research. With an undergraduate enrollment of 31,000 and a graduate enrollment of 9,000, the university also offers a full athletic program, competing in 25 intercollegiate sports. WESTERN is a member of the NCAA and competes in Division 1 in all sports.

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As of now, if WESTERN is unable to sell the remaining 11,800 bowl game tickets, it could wind up costing the athletic department over $1.8 million for the privilege of playing in the game. You have asked the ticket director (participant) to develop a marketing plan to stimulate ticket sales in the final few weeks before the game, keeping in mind that thousands of tickets have already been sold at full price.

The ticket director (participant) will present the marketing plan to you in a role-play to take place in your office. You will begin the role-play by greeting the ticket director (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 should receive complementary tickets from WESTERN UNIVERSITY which are outside the allotment figure but still have to be paid for by the university?

2. What role does a successful football program have in the athletic department of a major university? Please explain.

Once the ticket director (participant) has presented the marketing plan and has answered your questions, you will conclude the role-play by thanking the director (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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<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>
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</table>
### JUDGE’S EVALUATION FORM
**SEM 2013**

**DID THE PARTICIPANT:**

<table>
<thead>
<tr>
<th>1. Explain the concept of market and market identification?</th>
<th><strong>Little/No Value</strong></th>
<th><strong>Below Expectations</strong></th>
<th><strong>Meets Expectations</strong></th>
<th><strong>Exceeds Expectations</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>0, 1, 2, 3, 4, 5</td>
<td>6, 7, 8, 9, 10, 11</td>
<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
<td></td>
</tr>
<tr>
<td>Attempts at explaining the concept of market and market identification were inadequate or weak.</td>
<td>Adequately explained the concept of market and market identification.</td>
<td>Effectively explained the concept of market and market identification.</td>
<td>Very effectively explained the concept of market and market identification.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Explain the role of situation analysis in the marketing planning process?</th>
<th><strong>Little/No Value</strong></th>
<th><strong>Below Expectations</strong></th>
<th><strong>Meets Expectations</strong></th>
<th><strong>Exceeds Expectations</strong></th>
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<td>16, 17, 18</td>
<td></td>
</tr>
<tr>
<td>Attempts at explaining the role of situation analysis in the marketing planning process were inadequate or weak.</td>
<td>Adequately explained the role of situation analysis in the marketing planning process.</td>
<td>Effectively explained the role of situation analysis in the marketing planning process.</td>
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<td></td>
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<table>
<thead>
<tr>
<th>3. Explain the nature of marketing plans?</th>
<th><strong>Little/No Value</strong></th>
<th><strong>Below Expectations</strong></th>
<th><strong>Meets Expectations</strong></th>
<th><strong>Exceeds Expectations</strong></th>
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<td>16, 17, 18</td>
<td></td>
</tr>
<tr>
<td>Attempts at explaining the nature of marketing plans were weak or incorrect.</td>
<td>Adequately explained the nature of marketing plans.</td>
<td>Effectively explained the nature of marketing plans.</td>
<td>Very effectively explained the nature of marketing plans.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Explain the nature of marketing management?</th>
<th><strong>Little/No Value</strong></th>
<th><strong>Below Expectations</strong></th>
<th><strong>Meets Expectations</strong></th>
<th><strong>Exceeds Expectations</strong></th>
</tr>
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<td>6, 7, 8, 9, 10, 11</td>
<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
<td></td>
</tr>
<tr>
<td>Attempts at explaining the nature of marketing management were inadequate or unclear.</td>
<td>Adequately explained the nature of marketing management.</td>
<td>Effectively explained the nature of marketing management.</td>
<td>Very effectively explained the nature of marketing management.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Explain business ethics in selling?</th>
<th><strong>Little/No Value</strong></th>
<th><strong>Below Expectations</strong></th>
<th><strong>Meets Expectations</strong></th>
<th><strong>Exceeds Expectations</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>0, 1, 2, 3, 4, 5</td>
<td>6, 7, 8, 9, 10, 11</td>
<td>12, 13, 14, 15</td>
<td>16, 17, 18</td>
<td></td>
</tr>
<tr>
<td>Attempts at explaining business ethics in selling were inadequate or weak.</td>
<td>Adequately explained business ethics in selling.</td>
<td>Effectively explained business ethics in selling.</td>
<td>Very effectively explained business ethics in selling.</td>
<td></td>
</tr>
</tbody>
</table>

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

**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.

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- Bell Ringer Activities
- Written Event Winners
- Flash Cards

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  - Coach students for success in the competitive events arena
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INSTRUCTOR’S GUIDE

PRACTICE EXAM CD SET

To learn more about DECA visit us online at www.deca.org