



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Channel Management

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of channels of distribution.
- Describe ethical considerations in channel management.
- Explain the nature of channel-member relationships.
- Identify product's/service's competitive advantage.
- Explain the concept of competition.

EVENT SITUATION

You are to assume the role of the director of channel management for FRANCISCO, a sporting goods company that specializes in manufacturing sporting balls such as: basketballs, baseballs, softballs, golf balls, soccer balls, volleyballs and footballs. The vice president of sales (judge) wants you to analyze the benefits and possible consequences of adding a new distribution channel and make a final recommendation.

For the past 150 years, FRANCISCO has been the leader in sports ball manufacturing. Rather than selling its products directly to consumers, FRANCISCO has been partnering with sporting goods retailers and discount stores throughout the world. Since its start, FRANCISCO did not want to focus on operating physical stores, so instead it focused on manufacturing. Currently, FRANCISCO partners with hundreds of suppliers in North America.

The vice president of sales (judge) thinks that FRANCISCO would benefit from adding another sales channel. Rather than continuing as a business-to-business operation, the vice president of sales (judge) wants the company to begin offering direct-to-consumer sales.

The vice president of sales (judge) would like FRANCISCO to begin offering its products direct-to-consumer through its company website. The vice president (judge) first wants you to analyze how the new sales channel would affect current channel member relationships, determine if it is ethical, and consider the competitive advantage the website service would provide. You must make a final recommendation.

You will present your ideas to the vice president of sales (judge) in a role-play to take place in the vice president's (judge's) office. The vice president of sales (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president's (judge's) questions, the vice president (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the vice president of sales for FRANCISCO, a sporting goods company that specializes in manufacturing sporting balls such as: basketballs, baseballs, softballs, golf balls, soccer balls, volleyballs, and footballs. You want the director of channel management (participant) to analyze the benefits and possible consequences of adding a new distribution channel and make a final recommendation.

For the past 150 years, FRANCISCO has been the leader in sports ball manufacturing. Rather than selling its products directly to consumers, FRANCISCO has been partnering with sporting goods retailers and discount stores throughout the world. Since its start, FRANCISCO did not want to focus on operating physical stores, so instead it focused on manufacturing. Currently, FRANCISCO partners with hundreds of suppliers in North America.

You think that FRANCISCO would benefit from adding another sales channel. Rather than continuing as a business-to-business operation, you want the company to begin offering direct-to-consumer sales.

You would like FRANCISCO to begin offering its products direct-to-consumer through its company website. You first want the director of channel management (participant) to analyze how the new sales channel would affect current channel member relationships, determine if it is ethical, and consider the competitive advantage the website service would provide. The director of channel management (participant) must make a final recommendation.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the 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 biggest advantage of selling our products on our own website?
2. If we decide to sell products on our website, how do we promote the new sales channel?
3. How would selling direct-to-consumer affect product pricing?

Once the director of channel management (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of channel management (participant) for the work.

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

EVALUATION INSTRUCTIONS

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 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 director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	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.
Meets Expectations	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 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	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 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	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 0-49 th percentile of business personnel performing this performance indicator.



**SPORTS AND ENTERTAINMENT MARKETING SERIES
2020**

JUDGE'S EVALUATION FORM

Participant: _____

INSTRUCTIONAL AREA:
Channel Management

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of channels of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe ethical considerations in channel management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of channel-member relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						