



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Channel Management

## **SPORTS AND ENTERTAINMENT TEAM DECISION MAKING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

- Explain the nature and scope of channel management.
- Describe technology in the channel management function.
- Explain the nature of channels of distribution.
- Explain the relationship between customer service and channel management.
- Coordinate channel management with other marketing activities.
- Explain legal considerations in channel management.
- Explain the nature of channel-member relationships.

## CASE STUDY SITUATION

Your team is to assume the role of channel managers for Masters Galaxy. For more than 20 years, Masters Galaxy has manufactured fashionable, comfortable, and durable golf cleats. The company took control of the golf equipment industry by developing new materials to extend the life of the golf cleat. The new cleats are virtually indestructible with the new plastic spikes molded into the sole of the cleat to provide maximum comfort and safety. Along with excellent customer reviews, sales of the new Masters Galaxy golf cleat have climbed 16 percent over the last year alone!

Without question, soccer is the most popular sport in the world. In fact, its popularity in the United States has skyrocketed in recent years. This new soccer craze, along with the success of Masters Galaxy's new golf cleat, has led the company to believe there is an enormous potential in expanding Masters Galaxy's product line to soccer cleats. If Masters Galaxy can make a soccer cleat as well as its golf cleat, it can rule the market for soccer cleats as well.

After much research, Masters Galaxy has decided to develop and market soccer cleats in both children's and adult sizes. Product testing has shown the soccer cleats to be lightweight and flexible. The cleats provide a close feel for the ball and clearly exceed all other shoes for durability. Market research has revealed that, as with the Masters Galaxy's golf cleat, consumers will pay a higher price for soccer cleats that will go the distance.

The soccer cleat's target market includes male and female soccer players of all ages. Masters Galaxy's research has indicated that \$100 is a strong price point in the soccer cleat market, but because of Masters Galaxy's durability, the soccer cleat will be priced at \$125.

Deciding how to get the soccer cleats to consumers, however, has not been so simple. It has always been Masters Galaxy's practice to sell its golf cleats using an indirect and somewhat exclusive channel. As a result, the cleats have not been widely carried in the larger sporting goods chains and discount stores. Instead, Masters Galaxy has maintained a small sales force and has used manufacturer's reps to call on, promote, and sell the golf cleats to pro shops and specialty golf stores for resale. The reps have then sent their orders to Masters Galaxy for shipping directly to the stores. Historically, Masters Galaxy has billed the retailers directly and paid the reps a 10 percent commission.

Masters Galaxy distribution system has worked extremely well for its golf cleats; however, the Mr./Ms. Klecker, the marketing manager (judge), does not feel the system will be effective for its soccer cleats. As a result, Mr./Ms. Klecker (judge) has requested a meeting with your team of channel managers to make recommendations for a more in-depth analysis prior to its distribution of soccer cleats. Your team should consider:

- Developing a new distribution system for soccer cleats
- Determine how to reach new locations
- Identify methods to make the product more available for the target customer

You will present your ideas to the product manager, Mr./Ms. Klecker (judge), in a meeting to take place in his/her office. Mr./Ms. Klecker (judge) will begin the meeting by greeting you and asking to hear your ideas. After your team has presented and have answered the product manager's (judge's) questions, he/she (judge) will conclude the meeting by thanking you for your work.

## JUDGE'S INSTRUCTIONS

You are to assume the role of marketing manager for Masters Galaxy. For more than 20 years, Masters Galaxy has manufactured fashionable, comfortable, and durable golf cleats. The company took control of the golf equipment industry by developing new materials to extend the life of the golf cleat. The new cleats are virtually indestructible with the new plastic spikes molded into the sole of the cleat to provide maximum comfort and safety. Along with excellent customer reviews, sales of the new Masters Galaxy golf cleat have climbed 16 percent over the last year alone!

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Masters Galaxy distribution system has worked extremely well for its golf cleats; however, you do not feel the system will be effective for its soccer cleats. As a result, you have requested a meeting with your team of channel managers (participants) to make recommendations for a more in-depth analysis prior to its distribution of soccer cleats. The team should consider:

- Developing a new distribution system for soccer cleats
- Determine how to reach new locations
- Identify methods to make the product more available for the target customer

The team of channel managers (participants) will present their ideas to you in a meeting to take place in your office. You will begin the meeting by greeting them and asking them to hear their ideas.

After the team has presented and have answered your questions, you will conclude the meeting by thanking them for their work.

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

1. What role do you feel technology will play in the development of a new distribution system?

*Inventory systems make distribution much easier for everyone involved. For example, with perpetual inventory systems, companies can track how much product they have on hand at any given time. This will help businesses determine when to re-order prior to actually running out of the product. Additionally, technology helps tract orders in the distribution process as well.*

2. How do you plan on utilizing current channel relationships to help distribute the new product?

*Current channel members may work with other vendors who carry similar products who would be interested in selling the new soccer cleats. Having a relationship with current channel members can lead to new potential contacts.*

3. How do you plan on coordinating your channel management with your other marketing activities?

*Offering discounts to bills paid within a certain time frame (i.e. 2/10 net 30), offering incentive programs for sales incentives for retailers, etc...*

## JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

*We thank you for your help.*



**SPORTS AND ENTERTAINMENT  
TEAM DECISION MAKING, 2014**

Participant: \_\_\_\_\_

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA: Channel Management**

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of channel management	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe technology in the channel management function	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the nature of channels of distribution	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the relationship between customer service and channel management	0-1-2-3	4-5-6	7-8	9-10	
5.	Coordinate channel management with other marketing activities	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain legal considerations in channel management	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the nature of channel-member relationships	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						