

Competition Prep

Unit 12: Individual Role Play



Student Name: _____

Class Period: _____

Situation:

Your friend wants to have a career in the theme park industry, and primarily in the marketing of theme parks. They know you have taken a course in Sports and Entertainment Marketing and came to you for advice on how to get into the field.

Instructions:

You are to help your friend prepare a plan for helping them to break into the entertainment industry, keeping his/her goal of working in marketing for a theme park in mind. As you develop your plan, consider the pre-requisites for finding employment in the sports and entertainment industry. Also, as part of your advice, be sure to create a realistic expectation of the industry; hours, wages, competition among job seekers etc.

Your plan can be written and submitted to your teacher or presented to the class through a role play.

Guide/Considerations:

- 1) What are the duties and responsibilities for this type of job?*
- 2) What formal education might be required or useful?*
- 3) Where can your friend get additional information?*
- 4) What can they expect from the employment process? From a career in the industry?*

Evaluation Standards:

- 1) Demonstrate an understanding of a career in entertainment.*
- 2) Provide background information about the competition among job seekers within the industry.*
- 3) Explain the concept and process of developing a personal brand.*