

**Educational Level:**

Higher Education

**Subject Area (s)**

Marketing & Communication

**Time required**

3-6 hours

**Adobe Skill Level:**

Beginner – Intermediate



## Digitally Assessing Sport Consumer Experiences

### Overview – Assessment Instructions

This assessment piece challenges you to creatively digitalise a sport experience of your own, critically assess it using sport marketing components and theory, and develop and present recommendations to the manager of the event in a digital form. The submission should be created as a webpage using Adobe Express.

You are required to produce three deliverables for this assessment:

- **Digital Storyboard of the Experience:** You will create and provide access to a digital timeline or storyboard presented as a webpage of a sport experience using Adobe Express. This should include a range of digital content including images, videos, interviews, social posts and promotional material associated with your chosen event or sport experience.
- **Analysis and Recommendations:** Next, you will build on your ‘consumer view’ of your event experience and assess it against sport marketing theory and concepts from the unit. Based on this analysis you will provide recommendations for the event managers for further improvements to marketing strategy related to the sport event. These recommendations are then presented in video format using Adobe Rush.
- **Reflections:** Lastly, you will need to provide a reflection of the experience and learnings using a provided template to guide your responses.

By undertaking this assessment you are developing your digital literacy skills via your engagement with technical skill building using the Adobe tools (i.e. accessing and using programs;

adding, producing, editing and publishing content; and designing a storyboard) and demonstrating digital and information literacy via the outputs presented for assessment. In addition, you will undertake tasks that require detailed consideration of diverse digital content types as well as a process of collation, selection and presentation of digital artefacts that convey a cohesive and rich translation of your own experience.

## Supporting tools and resources

- Reflection Template (Appendix 1)
- Marking Criteria
- Rubric
- Adobe online tutorials
- Instructions for using Adobe Express and Rush

## Student steps

- 1 [30 – 120 minutes] Attend a sporting event or sport experience. Alongside the end-to-end experience (spanning an initial information search for your event through to post event activities), plan for and collect a range of digital artefacts from the event. These may include ticketing and examples of the purchase process, pre-event information and promotions, social media posts, activations or promotional material. They may be captured as screenshots, photos and videos (or other digital forms) that highlight specific aspects of the event or experience. These artifacts can be taken from a participant or a spectator perspective. The event you choose should meet the definition of sport, but can be any sporting event – ranging from a small or local level event through to a large, corporate or professional sport event.
- 2 [60 mins] After the event, collate your digital artifacts to provide digital evidence of the end-to-end sport brand experience. Your collection of digital artifacts should be collated and carefully planned as a timeline or storyboard to best demonstrate the brand or event experience, and highlight aspects of sport marketing. Use Adobe Express to present the timeline or storyboard collation of digital artifacts as a single webpage.
- 3 [60 – 120 mins] Part A: Building on your 'consumer view', assess your event experience against sport marketing theory and concepts and provide examples and evidence of linkages from the unit materials. This analysis should reflect on a range of sport marketing concepts from the unit, including, but not limited to:
  - engagement,
  - core product and extensions,
  - service quality,
  - sport promotions,
  - branding,

- the place or servicescape, and
- the role of sponsors or partners.

**Note:** You may complement these with short written sections as part of your webpage.

Part B: Finally, develop recommendations for the event, drawing from your experience and analysis.

**Note:** These recommendations are to be presented as a video response or a set of video to the managers of the event, and included on your single webpage.

4 [60 mins] Provide a reflection of the experience and learnings as part of the assessment (See Appendix 1 for a template that will help you compose your reflection).

5 [Optional] Submit your curated Adobe webpage with your digital artifacts, recommendations video, as well as your learning and experience reflection through your online LMS or following your teacher's instructions.

## Marking Criteria (optional if assessed)

<b>Technology literacy</b>	Planning and production of digital storyboard
<b>Information literacy</b>	Alignment, demonstration and analysis of sport marketing concepts via digital artefacts
<b>Recommendations</b>	Development and communication of recommendations based on analysis
<b>Presentation</b>	Presentation of submitted artifacts, storyboard, recommendations videos
<b>Reflection and Learnings</b>	Quality and depth of reflection and the linking digital, technical and conceptual skillsets to sport marketing

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## Appendix 1: Learning and Experience Reflection

As part of your reflection on the assessment, here are five (5) questions to consider:

1. Initially (when you first saw the assessment), what did you think you might find most challenging about the assessment?
2. Thinking about the assessment, describe some examples of your learning or development process in relation to: a) technical Adobe skills, and b) skills needed to collate, compile and present digital information about a sport event for the assessment task? Specifically, how did you build or improve your skills as a result of completing the assessment?
3. What was your biggest challenge in terms of the assessment, and how did you overcome it?
4. What was your most significant learning as a result of completing this assessment?
5. In terms of digital, technical and information literacy, how do you see the skills utilised in this assessment (and the unit overall) to be relevant and/or applicable to the sport marketing industry and/or future roles you may undertake?

## Appendix 2: Supporting Student Learning and Skills

To assist you with your learning and assessment, support and guidance is provided over the course of the unit delivery. This includes access to Adobe resources as well as workshop tasks over the unit. Your learning over the unit delivery focuses on three stages:

Stage	Unit Period	Description
1 Ready	Weeks 1 to 3	This stage ensures you have access to the required Adobe tools, and builds familiarisation with features to create, publish and share content.
2 Getting set	Weeks 4 to 9	This stage includes exercises to aid you in understanding and assessing media sources as well as storytelling and expression; and encourages you consider best practices when communicating via multiple digital sources.
3 Go	Weeks 10 to 12	This stage ensures you are supported in the development and application of skills through to assessment submission.

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