**Jan 18 | Classroom Connection**

**Time Required**

Beginning or end of class; 15-30 minutes.

**Rationale**

As teaching tools, DECA’s role-plays and case studies provide relevant, meaningful problems for students to solve, provide a standards-based evaluation, increase rigor of the instruction, result in evidence of student learning and expose students to DECA – all as part of classroom instruction. Roleplays and case studies provide a student-centered engagement activity to help DECA members apply learning through problem-based activities that require creative solutions and practical outcomes.

**Intended Outcomes**

At the conclusion of this lesson, students will be able to:

* Integrate sociological knowledge of group behavior to understand customer-decision making.
* Integrate psychological knowledge to understand customer motivation.
* Use communication skills to influence others.

**Instructional Content**

Have students watch the **DATB Season 3 | Episode 10: Netflix Sports Strategy**

With more than 50 original documentaries, including multi-season and award-winning series, Netflix has figured out how to capitalize on the lucrative world of sports, without having to pay top dollar for live broadcasting rights. Maggie and Jaden analyze the genius of this content strategy and discuss how many sports are also winning as a result.

**Role Play Prompt**

You’re the Broadcast Director for Netflix. The company’s mission statement is “to entertain the world” and to date, the company has been hugely successful in this regard.

In just a few moments, you will present the Board of Directors (judges) with your ideas for next year’s production line up. Your presentation must include whether you will urge the company to continue with creating docuseries, buy the rights to stream live sports events, or some other content strategy. While docuseries have proven successful in offering in-depth insights into various subjects, live sports events can provide real-time engagement with a diverse audience.

How will you prioritize the type of sports or sports teams to include in the line-up? What factors play into your decision? Would you make any recommendations to partner with leagues, teams, and/or athletes that align with the company’s mission?

What strategies will you use to promote the sports content and maximize viewership?

**Performance Indicators**

This classroom connection will provide instructional resources to introduce the following performance indicators from the Marketing Career Cluster® Knowledge and Skills Statements:

* Manage financial resources to ensure solvency.
* Describe the nature of budgets.
* Explain the nature of overhead/operating costs.
* Explain employee's role in expense control.