



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Information Management

MARKETING COMMUNICATIONS SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Describe current issues/trends in marketing communications
2. Identify trends in social-media space
3. Explain ways that technology impacts marketing communications
4. Apply ethics to digital communications
5. Develop communications plan

EVENT SITUATION

You (student participant) are to assume the role of a HUMAN RESOURCES ASSOCIATE at LUXURY LINENS, a national company that sells high end sheets, towels, and blankets. LUXURY LINENS has both brick and mortar stores in major cities and an online presence with an active customer base that interacts via emails and social media.

Recently, several employees have been using their work-provided email address to compose and send various non-work related emails. In particular, the following types of emails have been sent from LUXURY LINENS email accounts: controversial memes, politically motivated essays, and confidential information about current and previous employees. In addition to the emails, it has been reported that several employees have been using their personal (not company) social media accounts to vent their frustrations about the company and customers.

You have been asked by the owner, Mr./Ms. Olson (judge), to develop a company-wide marketing communications plan to address the inappropriate use of company email and the effects that negative social media can have on a company. In particular, the owner would like you to:

Clearly communicate to the employees the ethical responsibility that each employee has to the company while using email and social media.

Co-worker reporting policy, as well as disciplinary steps that will be taken for repeat offenders.

Determine the channel of communication that you will use to share the communications plan with employees.

You will present your marketing communications plan to the owner, Mr./Ms. Olson in his/her office. He/she will begin by greeting you and asking to hear your ideas. After you have presented your marketing communications plan and have answered Mr./Ms. Olson's questions, he/she will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

The student participant is to assume the role of a Human Resources Associate at LUXURY LINENS, a national company that sells high-end sheets, towels, and blankets. LUXURY LINENS has both brick and mortar stores in major cities and an online presence with an active customer base that interacts via emails and social media.

Recently, several employees have been using their work provided email address to compose and send various non-work related emails. In particular, the following types of emails have been sent from LUXURY LINENS email accounts: controversial memes, politically motivated essays, and confidential information about current and previous employees. In addition to the emails, it has been reported that several employees have been using their personal (not company) social media accounts to vent their frustrations about the company and customers.

You are to assume the role of MR./MS. OLSON, owner of LUXURY LINENS. The student participant has been asked by you to develop a company-wide marketing communications plan to address the inappropriate use of company email and the effects that negative social media can have on a company. In particular, you would like the student participant to

Clearly communicate to the employees the ethical responsibility that each employee has to the company while using email and social media.

Co-worker reporting policy, as well as disciplinary steps that will be taken for repeat offenders.

Determine the channel of communication that you will use to share the communications plan with employees.

The student participant will present the marketing communications plan to you in your office. You will begin by greeting the student participant and asking to hear his/her ideas. After the student participant has presented the marketing communications plan and has answered your questions, you will conclude the meeting by thanking the student participant for his/her work.

During the course of the role-play you are to ask the following questions of each participant:

1. How can we dictate what people do on their own personal social media accounts?
 - a. *Possible Solutions: While the social media account is personal, what the employee writes or shares is of concern to the company, especially if it portrays a negative connotation to our company.*

2. What happens if people are unwilling to serve as whistleblowers?
 - a. *Possible Solutions: It is tough for colleagues to want to report inappropriate actions to a supervisor. We need to be understanding that reporting does put employees in a bad spot due to retaliation. We need to foster trust in our employees that if someone reports to a supervisor, their information will be confidential.*

Once the participant has answered your questions, you will conclude the role-play by thanking the participant for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Performance Indicator Information

1. **Describe current issues/trends in marketing communications:** e-blasts, text messaging of marketing information, privacy of information
2. **Identify trends in social-media space:** chatting features, disappearing messages, emotional information shared on social media
3. **Explain ways that technology impacts marketing communications:** messages are delivered instantly, information can be saved via screenshot and resurface to help or hurt a company
4. **Apply ethics to digital communications:** moral principles that govern behavior - the moral principles at play when sending sensitive personal and company information
5. **Develop communications plan:** the plan would include the message, method to deliver, and appropriate information for the employees based on the issue



**MARKETING COMMUNICATIONS SERIES,
2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA
Information Management**

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Describe current issues/trends in marketing communications	10-11	12-13	14	
2.	Identify trends in social-media space	10-11	12-13	14	
3.	Explain ways that technology impacts marketing communications	10-11	12-13	14	
4.	Apply ethics to digital communications	10-11	12-13	14	
5.	Develop communications plan	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator