



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Communication Skills

PRINCIPLES OF MARKETING 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. Explain the nature of effective written communications
2. Distinguish between using social media for business and personal purposes
3. Describe the impact of a person's social media brand on the achievement of organizational objectives
4. Explain how digital communications (e.g., email, text messages, chats) exposes business to risk

BUSINESS SITUATION

You are to assume the role of the PUBLIC RELATIONS MANAGER for SANDWICHES ETC., a regional sandwich shop that provide customers with healthy lunch and dinner options including sandwiches, wraps, and salads. A local front line employee (judge) named Taylor, has recently been discovered by his/her store manager for using his/her personal social media to negatively represent the company and you are requesting a meeting with Taylor to address the issue.

The local store manager has provided you with screenshots and evidence of the misrepresentation of Sandwiches, Etc. by Taylor which includes developing a fictitious Sandwiches, Etc. Facebook page. Taylor created fake and harmful customer reviews, photos of inappropriate handling of food, and posts of inappropriate specials and promotions that the company is not running. The Facebook page has 80 followers and people are interacting with it by liking posts, commenting and sharing. Some of the posts by other people are questioning the legitimacy of the page, some believe it to be true, and others are supporting the page. Additionally, Taylor posts negative status updates on his/her personal Facebook page slamming the company and shares the posts from the fictitious Facebook page to draw more followers to that account.

The store manager has investigated the issue with your help. He has asked Taylor about the matter but they have denied all involvement with the fictitious page, even though a co-worker told the store manager that Taylor had confessed to him that they were behind it. The store manager has passed the issue along to you to deal with so that you can cover the following items with Taylor:

- The importance of written communication for a business
- The difference between using social media for personal use and business use and appropriate ways to use both
- The impact his negative representation of Sandwiches, Etc. can have on the company and the risk he has presented the company with
- The consequences of his actions

You will present your ideas to Taylor in a meeting to take place in your office. You will begin the meeting by reviewing the misrepresentation that Taylor has created. Then you will share your information and solution related to the items listed above. After you have presented your information and have answered Taylor's questions, you will conclude the meeting by thanking Taylor for meeting with you and directing him/ her to carry out the consequences you have provided them with.

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. Interview Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of TAYLOR, a FRONTLINE EMPLOYEE FOR SANDWICHES ETC., a regional sandwich shop that provide customers with healthy lunch and dinner options including sandwiches, wraps, and salads. You have recently been discovered by your store manager for using your personal social media to negatively represent the company and the Public Relations Manager (participant) of Sandwiches, Etc. is requesting a meeting with you to address the issue.

The local store manager has provided the Public Relations Manager with screenshots and evidence of the misrepresentation of Sandwiches, Etc. by you, which includes a fictitious Sandwiches, Etc. Facebook page with fake and harmful customer reviews, photos of inappropriate handling of food, and posts of inappropriate specials and promotions that the company is not running. The Facebook page has 80 followers and people are interacting with it by liking posts, commenting and sharing. Some of the posts by other people are questioning the legitimacy of the page, some believe it to be true, and others are supporting the page. Additionally, you have been posting negative status updates on your personal Facebook page slamming the company and sharing the posts from the fictitious Facebook page to draw more followers to that account.

The store manager has investigated the issue with the Public Relations Manager's help. The store manager has asked you about the matter but you have denied all involvement with the fictitious page even though a co-worker told the store manager that you had confessed to him that you were behind it. The store manager has passed the issue along to the Public Relations Manager to deal with so that they can cover the following items with you:

- The importance of written communication for a business
- The difference between using social media for personal use and business use and appropriate ways to use both
- The impact his negative representation of Sandwiches, Etc. can have on the company and the risk he has presented the company with
- The consequences of his actions

The Public Relations Manager will present their ideas to you in a meeting to take place in the Public Relations Manager's office. The Public Relations Manager will begin the meeting by reviewing the misrepresentation that you have created. They will then share their information and solution related to the items listed above.

During the course of the meeting you are to ask the following questions of each participant:

1. Why does it matter what I say on my personal Facebook page about Sandwiches, Etc.?
 - a. *Possible Solutions: Answers may vary based on the participant, but possible answers could include: As an employee of Sandwiches, Etc. you represent the company, our goals and our brand. With you misrepresenting the organization, people will believe what you say to be true and that will leave a negative perception of Sandwiches, Etc. in their mind. As employees of Sandwiches, Etc. we all need to have a consistent representation of the company to make sure that our brand is represented in a positive light.*

2. Does Sandwiches, Etc. have a corporate social media policy regarding personal and business use of social media? If so, what does it say and why do we have it? If not, why don't we have one and will one be implemented?

a. Possible Solutions: Answers may vary based on the participant, but possible answers could include:

- i. Option 1: Sandwiches Etc., does have a corporate social media policy regarding personal and business use. We have this so that the expectations and rules regarding social media are clear for employees related to social media use both in the interest of the company and personal use. The policy generally states that employees should represent Sandwiches, Etc. in a positive light when discussing anything related to the business on social media and not use social media to cause harm to the brand of Sandwiches, Etc. in anyway.*
- ii. Option 2: We do not currently have a policy in place related to personal and business use of social media because this has not been an issue that has come up until this point. We are currently in the process of drafting a policy to add to our employee handbook so that the expectations and rules regarding social media are clear for employees related to social media use both in the interest of the company and personal use.*

After the Public Relations Manager has presented their ideas and have answered your questions, the Public Relations Manager will conclude the meeting by thanking you for meeting with them and directing you to carry out the consequences that they have presented you with.

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. Explain the nature of effective written communications:** Written Communication involves expressing yourself clearly, using language with precision, constructing a logical argument, editing and summarizing. Students should discuss the factors or issues such as: the importance of clarity over style; identify the key points, facts and themes; writing in a logical order; using short paragraphs and sentences rather than long, rambling ones; writing in a style appropriate to the audience; considering how much information and detail the audience will need; and how formal or informal should the writing be. Effective communication exists when the message is fully understood, and the intended meaning of the sender and the interpreted meaning of the receiver are one and the same.
- 2. Distinguish between using social media for business and personal purposes:** Social media can be used personally to communicate with friends and family, while professionally to promote products and events. Social media for personal use is more informal and personal than social media for business which needs to be professional, tied to the organization goals, and representative of the company's brand.
- 3. Describe the impact of a person's social media brand on the achievement of organizational objectives:** Social media of a person related to an organization can improve the public image of an organization if that person presents that organization in a positive light which can lead to the achievement of the objectives for the organization. It also allows that person to connect with customers and advertise/ market more effectively. If the person uses their personal social media brand to negatively represent the organization that will cast a negative light on the organization and cause it not to meet its organization objectives.
- 4. Explain how digital communications (e.g., email, text messages, chats) exposes business to risk:** The use of digital communications including social media can open a business to risk in the areas of leaked confidential information, misrepresentation of a company and their brand, damaged public relations, and inappropriate communications with customers. All of these can compromise the goals of the organization and cause harm that will then need to be dealt with to bring the business back to a positive stance.



PRINCIPLES OF MARKETING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA:
Communication Skills

Did the participant:

Did the participant:		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Explain the nature of effective written communications	14-15	16-17	18	
2.	Distinguish between using social media for business and personal purposes	14-15	16-17	18	
3.	Describe the impact of a person's social media brand on the achievement of organizational objectives	14-15	16-17	18	
4.	Explain how digital communications (e.g., email, text messages, chats) exposes business to risk	14-15	16-17	18	
21st CENTURY SKILLS					
5.	Reason effectively and use systems thinking?	4	5-6	7	
6.	Communicate clearly?	4	5-6	7	
7.	Show evidence of creativity?	4	5-6	7	
8.	Overall impression and responses to the judge's questions	4	5-6	7	
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