



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communications

INSTRUCTIONAL AREA
Emotional Intelligence

MARKETING COMMUNICATIONS EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Write content for use in social media.
2. Demonstrate problem-solving skills.
3. Explain the nature of effective communication.
4. Demonstrate responsible behavior.
5. Demonstrate ethical work habits.

CASE STUDY SITUATION

You are marketing executives for CONTINENTAL INSURANCE, a large personal lines insurance company that has been in business for over eighty years.

CONTINENTAL INSURANCE is one of the leading personal insurers in the United States. The company provides customers with a wide variety of insurance policies including homeowners, auto, personal liability, personal property and many others. There are over one thousand local CONTINENTAL INSURANCE agencies across the country that provide personal service to customers.

CONTINENTAL INSURANCE prides itself on its generous donations to two different organizations. The company donates to an organization that provides new books to elementary schools that lack funding. The company also donates money to an international organization that provides pigs to families in impoverished nations. The pigs provide much needed income and food to the families. CONTINENTAL matches employee donations to the two different charities and each year announces the total amount.

This year, CONTINENTAL announced the generous donations provided by employees and matched by the company on Twitter. There were two separate tweets that went out an hour ago. The first tweet provided the amount raised for new books for elementary schools, a hashtag for the charity and an image of elementary school children. The second tweet provided the amount of money raised for the international organization that provides pigs to impoverished families, a hashtag for the charity and an image of three pigs.

After an hour, CONTINENTAL realized that the images were swapped. The tweet announcing new books for elementary schools featured an image of three pigs and the tweet announcing donations to fund pigs featured an image of elementary school children. The mishap has resulted in hundreds of retweets with a mixture of silly, rude and questionable comments.

YOUR CHALLENGE

The CEO wants you to decide the best, most effective way to respond to the Twitter mishap. The CEO does not want either of the charities to suffer for CONTINENTAL'S mistake, and also does not want the generous donations of CONTINENTAL employees to go unnoticed.

You will discuss your solution with the CEO in a meeting to take place in the CEO's office. Additional executives from the company may accompany the CEO.

You will receive 2-3 questions from the judge pertaining to the case situation.



MARKETING COMMUNICATIONS

Participant: _____

I.D. Number: _____

JUDGE EVALUATION FORM
2017-2018 Web Sample

Participant: _____

INSTRUCTIONAL AREA
Emotional Intelligence

I.D. Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Write content for use in social media?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Demonstrate problem-solving skills?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the nature of effective communication?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Demonstrate responsible behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Demonstrate ethical work habits?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						