



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Communication Skills

MARKETING COMMUNICATIONS TEAM DECISION MAKING 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 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Provide legitimate responses to inquiries.
- Employ communication styles appropriate to target audience.
- Select and utilize appropriate formats for professional writing.
- Explain the nature of effective written communication.
- Reinforce service orientation through communication.
- Explain communications channels used in public relations activities.
- Identify types of public relations activities.



CASE STUDY SITUATION

You are to assume the roles of public relations managers for BIKES FOR KIDS, a national nonprofit organization that collects donated bicycles for underprivileged youth. The executive director of the organization (judge) has asked you to prepare a statement in response to employee theft and determine the best communication channels to distribute the statement.

Each spring, BIKES FOR KIDS holds a month-long campaign in over 500 communities in all 50 states. The national campaign asks that community members purchase a brand new bicycle and bring it to the local drop-off location. At the end of the month-long campaign, BIKES FOR KIDS is able to award thousands of brand new bicycles to underprivileged youth in the community, just in time for summer. BIKES FOR KIDS is recognized as the number one youth charity in the country. BIKES FOR KIDS has full time staff located at the organization's headquarters and hires temporary workers in each BIKES FOR KIDS community to work during the month-long campaign. BIKES FOR KIDS has several corporate partners that help promote the campaign and donate funds and bicycles for the event.

BIKES FOR KIDS has recently encountered negatively publicity. A BIKES FOR KIDS temporary worker in a mid-sized city was arrested on theft charges after being caught with stolen goods. The temporary worker had 10 brand new bicycles that were meant for donation, for sale on an Internet auction site. Upon further investigation, the temporary worker had already sold close to 50 bicycles meant for the charity. While this is a local occurrence, it has put the entire BIKES FOR KIDS organization in the spotlight. People across the country are now leery of donating bicycles, for fear they will not end up with the intended recipients.

With two weeks left in the campaign, the executive director (judge) does not want the actions of one person to stop people from donating bicycles. The executive director for BIKES FOR KIDS (judge) has asked your team to develop a written statement in response to this incident. The executive director (judge) also wants you to determine which communication channels would be the best to distribute the statement.

You will present your written statement to the executive director (judge) in a meeting to take place in the executive director's (judge's) office. The executive director (judge) will begin the meeting by greeting you and asking to hear your statement. After you have presented the written statement, suggested communication channels and have answered the executive director's (judge's) questions, the executive director (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of executive director of BIKES FOR KIDS, a national nonprofit organization that collects donated bicycles for underprivileged youth. You have asked the public relations managers (participant team) to prepare a statement in response to employee theft and determine the best communication channels to distribute the statement.

Each spring, BIKES FOR KIDS holds a month-long campaign in over 500 communities in all 50 states. The national campaign asks that community members purchase a brand new bicycle and bring it to the local drop-off location. At the end of the month-long campaign, BIKES FOR KIDS is able to award thousands of brand new bicycles to underprivileged youth in the community, just in time for summer. BIKES FOR KIDS is recognized as the number one youth charity in the country. BIKES FOR KIDS has full time staff located at the organization's headquarters and hires temporary workers in each BIKES FOR KIDS community to work during the month-long campaign. BIKES FOR KIDS has several corporate partners that help promote the campaign and donate funds and bicycles for the event.

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With two weeks left in the campaign, you do not want the actions of one person to stop people from donating bicycles. You have asked the public relations managers (participant team) to develop a written statement in response to this incident. You also want the public relations managers (participant team) to determine which communication channels would be the best to distribute the statement.

The public relations managers (participant team) will present the statement and suggest communication channels to you in a meeting to take place in your office. You will begin the meeting by greeting the public relations managers (participant team) and asking to hear their statement.

After the public relations managers (participant team) have presented their statement and suggested communication channels you are to ask the following questions of each participant team:

1. Why is it important that we respond quickly to this situation?
2. Do you think we should prepare a separate statement for our corporate partners?

Once the public relations managers (participant team) have answered your questions, you will conclude the meeting by thanking them for their work. You are not to make any comments after the event is over except to thank the participants.

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.

JUDGE'S EVALUATION FORM
MTDM
SAMPLE EVENT

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Provide legitimate responses to inquiries?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Employ communication styles appropriate to target audience?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Select and utilize appropriate formats for professional writing?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the nature of effective written communication?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Reinforce service orientation through communication?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain communications channels used in public relations activities?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Identify types of public relations activities?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE					_____