

Individual Role Play Performance Indicators -- Area 4 Competition- 1/9/20

2 Role Plays- Both Sets of Indicators Will Be Used

IA = Role Play's Instructional Area

Role Play #1	Role Play #2
Apparel and Accessories Individual Role Play	
IA: Marketing Information Management 1. Describe the need for marketing data 2. Explain the nature and scope of the marketing-information management function 3. Explain the nature of marketing research 4. Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) 5. Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools)	IA: Selling 1. Explain the nature and scope of the selling function 2. Explain the role of customer service as a component of selling relationships 3. Explain company selling policies 4. Acquire product information for use in selling 5. Explain the selling process
Accounting Individual Role Play	
IA: Emotional Intelligence 1. Demonstrate honesty and integrity 2. Demonstrate fairness 3. Demonstrate ethical work habits 4. Take responsibility for decisions and actions 5. Explain reasons for ethical dilemmas	IA: Financial Analysis 1. Develop a personal budget 2. Explain the nature of financial needs 3. Explain the need to save and invest 4. Set financial goals 5. Determine personal net worth
Automotive Services Marketing Series Individual Role Play	
IA: Customer Relations 1. Handle customer/client complaints 2. Describe the use of technology in customer relationship management 3. Determine factors affecting business risk 4. Demonstrate fairness 5. Use conflict-resolution skills	IA: Marketing 1. Identify company's brand promise 2. Describe the use of technology in customer relationship management 3. Explain factors that influence customer/client/business buying behavior 4. Discuss actions employees can take to achieve the company's desired results 5. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)
Business Finance Series Individual Role Play	
IA: Emotional Intelligence 1. Build trust in relationships 2. Describe the nature of ethics 3. Demonstrate responsible behavior 4. Assess risks of personal decisions 5. Explain reasons for ethical dilemmas	IA: Customer Relations 1. Respond to customer inquiries 2. Demonstrate a customer service mindset 3. Handle customer/client complaints 4. Reinforce service orientation through communication 5. Interpret business policies to customers/clients
Business Services Marketing Series Role Play	
IA: Promotion 1. Explain the role of business websites in digital marketing 2. Explain the use of social media for digital marketing 3. Explain website-development process 4. Describe the use of business ethics in promotion 5. Describe the use of technology in the promotion function	IA: Selling 1. Explain the nature and scope of the selling function 2. Explain the role of customer service as a component of selling relationships 3. Explain key factors in building a clientele 4. Explain legal and ethical considerations in selling 5. Describe the use of technology in the selling function
Entrepreneurship Individual Role Play	
IA: Emotional Intelligence 1. Exhibit cultural sensitivity 2. Leverage personality types in business situations 3. Develop an achievement orientation 4. Enlist others in working toward a shared vision 5. Describe relationship among innovation, learning, and change	IA: Economics 1. Determine the relationship between government and business 2. Describe the nature of taxes 3. Identify factors affecting a business's profit 4. Determine factors affecting business risk 5. Explain the concept of private enterprise
Food Marketing Individual Role Play	
IA: Customer Relations 1. Explain the nature of positive customer relations 2. Demonstrate a customer-service mindset 3. Interpret business policies to customers/clients 4. Build and maintain relationships with customers	IA: Operations 1. Develop project plan 2. Monitor projects and take corrective actions 3. Evaluate project success 4. Identify resources needed for project

5.Handle customer/client complaints	5.Apply project-management tools to monitor and communicate project progress
Hotel and Lodging Individual Role Play	
IA: Information Management/Economics 1. Explain the need for hospitality and tourism business information 2. Evaluate quality and source of information 3. Explain ways that technology impacts the hospitality and tourism industry 4. Identify factors affecting a business's profit 5. Obtain needed information efficiently	IA: Promotion/Economics 1. Describe the concept of promotion in the hospitality and tourism industry 2. Explain the role of promotion as a marketing function 3. Explain the types of promotion (i.e., institutional, product) 4. Explain the principles of supply and demand 5. Describe the functions of prices in markets
Human Resources Management Series Individual Role Play	
IA: Emotional Intelligence/Human Resources 1. Assess personal strengths and weaknesses 2. Recognize and overcome personal biases and stereotypes 3. Participate as a team member 4. Foster positive working relationships 5. Discuss issues associated with workplace diversity (e.g., ethnic, generational, religious, gender)	IA: Professional Development/ Communications 1. Explain the rights of workers 2. Extract relevant information from written materials 3. Analyze company resources to ascertain policies and procedures 4. Follow rules of conduct 5. Make decisions
Marketing Communications Series Individual Role Play	
IA: Promotion 1.Explain the concept of market and market identification 2.Explain the role of promotion as a marketing function 3.Collaborate in the design of slogans/taglines 4.Coordinate activities in the promotional mix 5.Create promotional signage	IA: Pricing 1. Describe methods used to protect intellectual property 2. Describe the nature of legally binding contracts 3. Describe the role of business ethics in pricing 4. Explain the use of technology in the pricing function 5. Explain factors affecting pricing decisions
Quick Serve Restaurant Management Series Individual Role Play	
IA: Customer Relations 1. Explain the nature of positive customer relations 2. Demonstrate a customer-service mindset 3. Develop rapport with customers 4. Identify company's brand promise 5. Reinforce service orientation through communication	IA: Economics 1. Determine economic utilities created by business activities 2. Identify factors affecting a business's profit 3. Determine factors affecting business risk 4. Explain the concept of competition 5. Make decisions
Restaurant and Food Service Management Series Individual Role Play	
IA: Customer Relations 1. Explain the nature of positive customer relations 2. Demonstrate a customer-service mindset 3. Handle customer/client complaints 4. Develop rapport with customers 5. Determine ways of reinforcing the company's image through employee performance	IA: Emotional Intelligence 1. Build trust in relationships 2. Show empathy for others 3. Maintain the confidentiality of others 4. Lead change 5. Enlist others in working toward a shared vision
Retail Merchandising Series Individual Role Play	
IA: Channel Management 1. Explain the nature and scope of channel management 2. Explain the nature of channels of distribution 3. Describe the use of technology in the channel management function 4. Coordinate channel management with other marketing activities 5. Describe ethical considerations in channel management	IA: Marketing 1. Explain marketing and its importance in a global economy 2. Explain factors that influence customer/client/business buying behavior 3. Describe marketing functions and related activities 4. Discuss actions employees can take to achieve the company's desired results 5. Demonstrate connections between company actions and results (e.g. influencing consumer buying behavior, gaining market shares, etc.)
Sports and Entertainment Marketing Series Individual Role Play	
IA: Product/Service Management 1. Explain the nature and scope of the product/service management function 2. Describe the use of technology in the product service management function 3. Identify product/service opportunities 4. Describe the nature of product bundling 5. Explain the concept of product mix	IA: Promotion 1. Explain the types of promotion 2. Explain types of advertising media 3. Describe the use of technology in the promotion function 4. Explain communication channels used in public relation activities 5. Identify types of public relations activities