



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Emotional Intelligence

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. Identify personality traits important to business.
2. Explain the concept of self-esteem.
3. Explain the concept of leadership.
4. Foster positive working relationships.



INTERVIEW SITUATION

You are to assume the role of candidate for the marketing specialist position at GEAR SHOES, an emerging brand of athletic footwear targeted at serious athletes. You have submitted your résumé and have been invited in for a personal interview with the marketing director (judge). This interview will be used to measure your knowledge and understanding of emotional intelligence. The marketing director (judge) wants to make sure you understand how personality affects working in a team environment.

The marketing team at GEAR SHOES is made up of several marketing specialists. The marketing specialists work together on projects and assignments to effectively promote the new brand. The marketing director (judge) wants you to explain which personality traits are important when working in a team and how they can create positive working relationships.

The interview will take place in the marketing director's (judge's) office. The director (judge) will begin the interview by greeting you and asking you to explain your knowledge and understanding of emotional intelligence. Your presentation must also include the additional performance indicators listed on the first page of this event. Following your explanation, the director (judge) will ask you to respond to additional questions.