

HOW TO WIN A DECA ROLE PLAY

Frenship DECA

WHAT IS A ROLE-PLAY?

- A real-world scenario
- Based on a possible business situation
- Includes a **PROBLEM** that needs to be solved or a **PLAN** that needs to be prepared.



TWO TYPES OF ROLE-PLAYS

■ Series Event

- 1- Individual Competitor
- Usually a ½ page scenario
- 10 minutes of preparation

Example: Sports Marketing Series (SEM)

■ Case Study

- Team Decision Making events (2 people)
- In-depth analysis and longer scenario
- 30 minutes of preparation

Example: Sports and Entertainment *Team Decision Making* (STDM)



SCENARIO EXAMPLES

- Correcting an employee error that resulted in a sales loss
- Creating a promotional plan for a new product
- Evaluating the ethical concerns in a given situation
- Calculating a budget and planning a project
- Hiring, firing or training a new employee
- Improving store quality or employee safety



ROLE-PLAY OVERVIEW



MMS
Sample Event

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service Management

Instructional
Area

MARKETING MANAGEMENT SERIES EVENT PARTICIPANT INSTRUCTIONS

Name of the
Event

RULES

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

PERFORMANCE INDICATORS

1. Explain new product-development processes.
2. Identify the impact of product life cycles on marketing decisions.
3. Identify product opportunities.
4. Describe factors used by marketers to position products/services.
5. Explain the concept of competition.



INSTRUCTIONAL AREAS

- Every event has a specific area of emphasis.

Business Law
Communication
Economics
Emotional Intelligence
Customer Relations
Financial Analysis
Information Management
Marketing
Human Resources
Operations
Professional Development
Strategic Management
Promotion
Risk Management
Selling

Your role-play
will be based
on one of these
key areas.

Be sure to
watch for it on
the front page!

TIP #1: PLAY A CHARACTER

Hi! I'm Pam, Manager of Elite Automotive.

As an employee at Waldo's World, I am grateful for the opportunity I have to meet with you today.



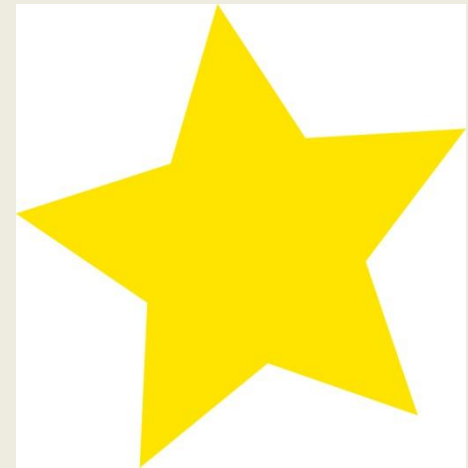
TIP#2: EXPLAIN **EVERY** PERFORMANCE INDICATOR- **IN DETAIL**

Example: Determine factors affecting business risk

While there are a number of factors that affect our level of risk, we must be able to distinguish between natural, economic and human risks.

Human risks are the most likely threat to our business. In this case, with proper employee training and clearly communicated store policies, we can protect ourselves against lawsuits and potential theft.

While not all risk is preventable, we can make sure that our insurance policies are update and provide enough coverage to protect our assets.

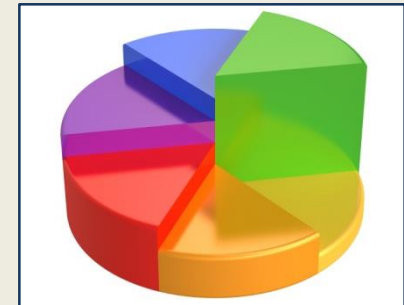


This is the **MOST** important part of the role-play!

TIP #3: USE VISUAL AIDS (NOT NOTES)

Visual Aid Ideas

- Goals and Objectives
- Theme or Slogan
- Store Layouts
- Diagrams or visual organizers
- Benefits/Advantages
- Challenges/Disadvantages
- Costs and Expenses
- Budget Sheet
- Pie Charts and Graphs
- A Calendar or Timeline
- Brochures or employee training manuals
- Contract
- Advertisements (Banners, TV storyboards, radio ads, etc.)



TIP #4: BE CREATIVE AND INNOVATIVE



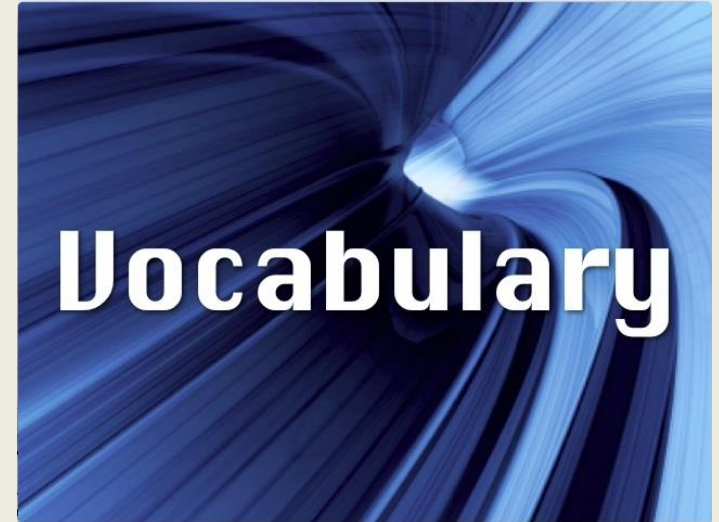
TIP #5: BE REALISTIC

- Budgets should not be too big or too small
- You cannot give everything away for free!
- Celebrities/famous people do not want to help you
- Just because you promote or create something, doesn't **GUARANTEE** customers will buy it.
- Most companies do not make money their first year



TIP #6: USE BUSINESS VOCAB

- SWOT
- Marketing Mix
- Cost Benefit Analysis
- AIDA Model
- ROI (Return on Investment)
- Strategic Plan
- Types of resources (financial, human, natural)



TAKE A PICTURE OF THESE NOW!

TIP #7: BE CONFIDENT

- Handshake
- Eye Contact
- Posture
- No Ums or Likes
- Smile
- Be self assured



TIP #8 BE ORGANIZED

USE THIS STRUCTURE

☐ **STEP 1: Introduction**

☐ **STEP 2: State the problem**

☐ **STEP 3: List your goals and objectives**

Put these in a bulleted list for your judge to see

☐ **STEP 4: Discuss your plan in full DETAIL! (about 10 minutes)**

☐ **STEP 5: Determine the advantages and disadvantages**

Costs, timeline, risks

☐ **STEP 6: Closing statement and follow-up meeting**

TIP #9 GO **BEYOND** THE SCENARIO

- Add the Costs or a Budget
- Create a timeline or organizational chart
- Implement an employee training or staff meeting to prevent future problems
- Suggest a long term strategic plan (looking ahead)



TIP 10: HAVE A STRONG CLOSING

- **Summarize what you have talked about**
- **Lead into the judges questions:**
 - “I would love to be able to answer any questions you might have”
 - “What questions do you have for us at this time”
- **Stay in character:**
 - Ask for a follow-up meeting
 - Indicate you will have your secretary call them back
 - Leave them a business card (from your scratch paper)
 - Ask them to sign a contract to begin your efforts
 - End with a strong handshake
 - Do not talk or make any gestures until after you leave the room

HOW TO PREPARE



- Attend the practice competitions
- Read over *at least* 5 past role play scenarios
- Learn business vocabulary and **prepare your “go-to” concepts you can use each time regardless of the scenario**
- “Fake it till’ you make it”!!!

IMPACT OF THE ROLE-PLAY

Individual Series Event	Team Decision Making
<p><u>TWO</u> ROLE PLAYS (at state)</p> <ul style="list-style-type: none">• Role Play #1: 1/3 of score• Role Play #2: 1/3 of score• TEST: 1/3 of score <p>District competition is only 1- role play which accounts for 50%</p>	<p>1 case study (30 minutes to prepare)</p> <ul style="list-style-type: none">• Role Play: 2/3 of score• TEST: 1/3 of score• Partner's test scores are <i>averaged</i> <p><i>At Nationals- once you make the FINALS, your test counts for 50%</i></p>

TEST MINIMUMS — District (50%) — State (70%)

CLUSTER EXAMS

- Business Administration Core
- Business Management
- Hospitality
- Finance
- Marketing



CALCULATING WINNERS

- There are usually 50-80 people in each event at state
 - 6 students in each category will be named 1st place
- Every student will be assigned a numerical section
- You are only competing against the people in your section!
- Anyone without a 70% on the test, CANNOT win.



A

B

C

D

E

F

STUDY TIPS

Check out the **FHS Pick-up drive**
for practice cluster exams

Study glossaries or google each
instructional area to learn more

Try sample role-plays



Good
LUCK