

MKTG 3600 – Exercise #1

The Background: We have learned about social styles, now can we apply it? Social styles happen all around us and there are often external signals of a person’s social style (physical space, speech patterns, etc.). To maximize our knowledge of social styles we need to be able to read these signals, recognize the social style that is indicated and then adapt our behavior to best fit with that social style.

The Task: Identify three people (friends, co-workers, professors, etc.) and for each of them document three things:

1. **THE CUES:** what elements did you look at that indicated this person’s social style. This will require you to specifically connect your observations with the social style concepts we discussed in class
2. **THE STYLE:** What is this person’s style and thus what are **at least three** of the rules of thumb for communicating to them.
3. **THE COMMUNICATION:** Based on the style, how would you persuade this person to make a donation on your behalf to the United Way of Kalamazoo. (Look up that organization if you need help understanding it). This section should document your communication strategy for this individual. This section should be VERY SPECIFIC.

The Format:

Use the table below (just use it three times). I have given an example using me as the target to show you how to do this. Mimic this approach and you cannot use me as one of your targets.

NAME: Dr. Eckert	
THE CUES	He dresses casually, but not sloppy His office is disorganized He refers to big picture elements often His speech is excitable and he often tells stories
THE STYLE	EXPRESSIVE: This person is assertive and responsive. Three Rules: (1) Likes the big picture, doesn’t handle details well. (2) Changes his mind often. (3) Is influenced when the outcome will make his/her position better in the relationships/politics of his/her situation. (4) Likes to be innovative and is influenced by prominent others.
THE COMMUNICATION	Will focus on how the United Way impacts so many people and how a donation can help that mission. Will tell a quick story of how the United Way has improved one person’s life. Mention how easy it is to donate and that the University Leadership has made donations a key priority.

(for format simplicity, you can just copy and paste this table into your document three times and then just fill it out – depends how good you are with using tables in word.)

The Grading:

Simple criteria.... (1) on time, (2) followed format and task instructions, (3) thorough enough that your work indicates you put strong thought and effort into this task, and (4) that the logic flows in an accurate way from cues to style to communication approach.