***University of Phoenix Material***

**Communication Scenario**

A group of colleagues is meeting to discuss how to market a health care product. Prior to the in-person meeting, several ideas were developed and shared via email with the group. The group was asked to review the ideas and bring their thoughts and feedback to the meeting.

**Email:**

The email sent out to the group is provided below:

*Dear Colleagues,*

*As you know, we are in the final stages of launching a new product. We are now seeking ways to market the product to the public. I have received a few ideas and wanted to share them with the group prior to our face-to-face meeting.*

* *Ice cream social to familiarize the product with staff and internal partners*
* *Short video describing the product and how the public should use it*
* *Social media campaign to increase knowledge of the product*
* *Commercial introducing the product*
* *Sharing information about the product via word of mouth*

*As you can see, we have some good ideas to kick off our meeting, but we need to develop a great marketing plan. Please come prepared to discuss these and any additional ideas you may have. Looking forward to our meeting.*

*Best,*

*Gail*

**In-Person Meeting:**

A week later, the group meets to discuss their ideas and feedback. The group consists of the following people:

* Gail is the meeting organizer and the group lead on the project. She is very detail-oriented as well as focused and communicates effectively.
* Larry is the least attentive of the group and less vocal. He wants to get the work done with minimal discussion.
* Robert is very opinionated but has trouble communicating effectively and uses body language quite often.
* Melissa is quiet, shy, and has amazing ideas but often has difficulty expressing herself.