

Theorizing Communication	Name		Title	Identifying & Classifying Important Communication Skills
	Date	Jan 26, 2009	Case	President Obama as an exemplary communicator



The marketing world has a model of consumer purchasing behavior. It suggests that consumers consider three dimensions of quality as they decide whether or not to buy a product: (1) basic requirements that must be present, (2) performance factors that consumers expect to consider as they decide whether or not to buy a particular product, and (3) unexpected factors that make a product exciting.

This exercise asks you to use this conceptual model to think about communication skills.

List: Communication Skills that You Identify as **BASIC REQUIREMENTS**

List: Communication Skills that are **PERFORMANCE FACTORS**

List: Communication Skills that You would Identify as **EXCITING**