



## E-Marketer training

### Module 3: Relationships and Risk Management

#### Group case study

You identified several alarming situations. Try to understand what really happened and what are the community expectations. Assess if the incident is very serious and you should escalate it or not. Maybe you can just react to it and do not look for the root problems? How are you going to handle them? Whom will you contact (Some department in your company? Some external stakeholders) and what information will you share? Make sure you are ready to explain your decisions and keep in mind that you are the decision-maker here – there is no single correct answer.

	Stakeholders to be informed	Information to be shared with others
You have read an anonymous opinion that products of your company are expensive		
Many consumers write in social media that your products are expensive		
You found out another company uses original pictures from your website for presenting some other products		
You found out original pictures of your product has been used without your permission for training issues		
Your company email has been used illegally for profit -making purposes		
Some part of your online community recommends products from a different company		
Some online community members post information about mobbing in your company		