



## **CAREER CLUSTER**

Business Management and  
Administration

## **INSTRUCTIONAL AREA**

Marketing

# **BUSINESS LAW AND ETHICS TEAM DECISION MAKING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

## **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

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- Explain marketing and its importance in a global environment.
- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Demonstrate connections between company actions and results.
- Explain the concept of competition.
- Explain ethical considerations in providing information.
- Explain the nature of effective communications.

## CASE STUDY SITUATION

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You are to assume the roles of the director of marketing and the marketing manager at CROWN, a mid-size technology company that specializes in consumer electronics. The vice president of product development (judge) wants your team to use ethically questionable claims in marketing a new product, and you must analyze the situation and make a decision.

CROWN will soon be launching a new smartphone model. The phone is competitive in hardware and pricing, however the software in the phone includes a new feature that reduces battery consumption by 10% during normal use. The product team is excited the new phone will have the longest-lasting battery life over the competitors. The vice president of product development (judge) wants your team to use the claim of “longest-lasting battery in its class” in all marketing materials for the product launch.

In meeting with the product team, you learned that the feature added to the new phone that affects battery consumption was tested under specific conditions that are unlikely to reflect the average user’s daily routine. The 10% reduction in battery consumption only applies if users disable certain features and optimize their phone settings, something most consumers do not know how to do.

Your team must determine if using “longest-lasting battery in its class” is an ethical way to market the new phone. Your team must analyze the three marketing suggestions, and choose the one that is ethical and also effective.

- Promote the 10% improvement honestly with detailed advertising that clearly explains under what conditions the battery gains happen.
- Use the “longest-lasting battery” slogan prominently and place a disclaimer in fine print.
- Change the marketing focus to other features of the phone.

You will present your analysis and recommendation to the vice president of product development (judge) in a meeting to take place in the vice president of product development’s (judge’s) office. The vice president of product development (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the vice president of product development’s (judge’s) questions, the vice president of product development (judge) will conclude the meeting by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.

4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### **JUDGE CHARACTERIZATION**

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You are to assume the role of the vice president of product development at CROWN, a mid-size technology company that specializes in consumer electronics. You want the director of marketing and the marketing manager (participant team) to use ethically questionable claims in marketing a new product and you must analyze the situation and make a decision.

CROWN will soon be launching a new smartphone model. The phone is competitive in hardware and pricing, however the software in the phone includes a new feature that reduces battery consumption by 10% during normal use. The product team is excited the new phone will have the longest-lasting battery life over the competitors. You want the director of marketing and the marketing manager (participant team) to use the claim of “longest-lasting battery in its class” in all marketing materials for the product launch.

In meeting with the product team, the director of marketing and the marketing manager (participant team) learned that the feature added to the new phone that affects battery consumption was tested under specific conditions that are unlikely to reflect the average user’s daily routine. The 10% reduction in battery consumption only applies if users disable certain features and optimize their phone settings, something most consumers do not know how to do.

The director of marketing and the marketing manager (participant team) must determine if using “longest-lasting battery in its class” is an ethical way to market the new phone. The director of marketing and the marketing manager (participant team) must analyze the three marketing suggestions, and choose the one that is ethical and also effective.

- Promote the 10% improvement honestly with detailed advertising that clearly explains under what conditions the battery gains happen.
- Use the “longest-lasting battery” slogan prominently and place a disclaimer in fine print.
- Change the marketing focus to other features of the phone.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. Why is positioning so important with new product launches?
2. What are the risks involved with promoting “longest-lasting battery?”

Once the director of marketing and the marketing manager (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the director of marketing and the marketing manager (participant team) the work.

You are not to make any comments after the event is over except to thank the participants.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## BUSINESS LAW AND ETHICS TEAM DECISION MAKING 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

### INSTRUCTIONAL AREA: Marketing

Participant: \_\_\_\_\_

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain marketing and its importance in a global environment?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe marketing functions and related activities?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
4.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of competition?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain ethical considerations in providing information?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the nature of effective communications?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						

