



BUSINESS LAW AND ETHICS TEAM DECISION MAKING EVENT

CAREER CLUSTER
Business Management and
Administration

INSTRUCTIONAL AREA
Marketing

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain marketing and its importance in global markets.
- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Build and maintain relationships with customers.
- Determine factors affecting business risk.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of customer engagement for FASHION NOW, an online fast fashion retailer. The vice president (judge) wants your team to analyze a special behind-the-scenes event being held for social media creators to determine if it is ethical and suggest changes or additions that would make it more credible.

FASHION NOW is a top online fast fashion retailer known for low prices, trendy products and inclusive sizing. The company is a favorite among Generation Z with a massive following on TikTok and Instagram. Throughout the last few years there have been claims that FASHION NOW treats their employees in manufacturing facilities overseas horribly. Even without solid proof, customers have been spreading rumors and untruths about unsafe working conditions, long hours and low wages.

In an attempt to quash these rumors, the vice president of FASHION NOW (judge) wants to create a special behind-the-scenes event for a group of 20 popular social media creators. The event includes an all-expenses-paid trip to the main manufacturing facility in China where the creators will tour the facility, meet with five managers and five skilled laborers who produce the FASHION NOW apparel and have the opportunity to film and use the footage as content. The creators will get a sneak peek into the next shipment of merchandise and preview designs for upcoming seasons. The 10 employees who creators will meet have been handpicked by FASHION NOW executives and have been provided with frequently asked questions and response guidelines, although they have not been provided a script.

The vice president of FASHION NOW (judge) wants to make certain that the event is ethical to not cause further damage but instead offer a positive marketing experience for the brand, social media creators and employees.

The vice president (judge) wants your team to determine if the special behind the scenes event is ethical and suggest changes, additions or recommendations to make it more credible.

You will present the analysis to the vice president (judge) in a meeting to take place in the vice president's (judge's) office. The vice president (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's (judge's) questions, the vice president (judge) will conclude the meeting by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the vice president of FASHION NOW, an online fast fashion retailer. You want the director of marketing and the director of customer engagement (participant team) to analyze a special behind-the-scenes event being held for social media creators to determine if it is ethical and suggest changes or additions that would make it more credible.

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You want to make certain that the event is ethical to not cause further damage but instead offer a positive marketing experience for the brand, social media creators and employees.

You want the director of marketing and the director of customer engagement (participant team) to determine if the special behind the scenes event is ethical and suggest changes, additions or recommendations to make it more credible.

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:

1. How can we check-in with the creators to get their feedback before they post on social media?
2. In our situation, is it true that even bad press is good press?

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

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

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



BUSINESS LAW AND ETHICS TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

INSTRUCTIONAL AREA:
Marketing

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain marketing and its importance in global markets.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain factors that influence customer/client/business buying behavior.	0-1-2-3	4-5-6	7-8-9	10	
3.	Discuss actions employees can take to achieve the company's desired results.	0-1-2-3	4-5-6	7-8-9	10	
4.	Build and maintain relationships with customers.	0-1-2-3	4-5-6	7-8-9	10	
5.	Determine factors affecting business risk.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						