



THIS IS HOW WE USE ROLE-PLAYS AND CASE STUDIES IN THE CLASSROOM

LESSON PLAN

TIME REQUIRED

One or two class periods.

RATIONALE

DECA's role-plays and case studies provide students with authentic business situations that require them to analyze information, apply classroom knowledge and develop practical solutions. These student-centered activities can be integrated into instruction as learning experiences, formative assessments or performance-based assessments while strengthening critical thinking, communication and problem-solving skills.

INTENDED OUTCOMES

At the conclusion of this lesson, students will be able to:

- Identify the key components of a DECA role-play or case study.
- Analyze a business scenario and determine the central challenge or decision.
- Explain how performance indicators apply to a specific business situation.
- Develop and communicate a practical solution supported by relevant business concepts.
- Evaluate a presentation using the corresponding evaluation form.
- Reflect on ways to strengthen a solution or presentation.

INSTRUCTIONAL CONTENT

Bell Ringer

As students enter the classroom, display the following scenario:

A local smoothie shop has noticed that fewer high school students are visiting after school. The manager wants to increase traffic without significantly lowering prices. What is one recommendation you would make, and why?

Give students two to three minutes to write a response. Ask several students to share their recommendations and explain their reasoning. As a class, compare the different solutions. Reinforce that there may be multiple effective approaches to the same business challenge when recommendations are supported by sound reasoning. Explain that students have just completed the first step of a case-study experience: analyzing a business situation and developing a solution.

INSTRUCTION

Explain that DECA role-plays and case studies allow students to apply classroom knowledge to realistic business situations. During this lesson, students will analyze the components of a role-play, observe a sample presentation, evaluate the participant's response and then apply the same process to a new scenario.

Use the sample role-play and corresponding presentation video from DECA's available competitive-events resources found at <https://www.deca.org/advisor-resources/marketing-management-1-sample-role-play-presentation>. Provide students with the complete scenario before showing the presentation.

Using the worksheet, guide students through the scenario and identify:

- participant role
- judge role
- instructional area
- company or organization
- setting
- deliverable

At this point, instruct students not to complete the solution or performance indicator sections. Show the sample presentation. Ask students to listen for the participant's overall recommendation, how each performance indicator is addressed and the specific examples or details used to strengthen the response. Students should record evidence on the worksheet as they watch.

After viewing the presentation, have students complete the corresponding evaluation form independently. Encourage students to base their scores on specific evidence from the presentation.

As a class, discuss the presentation. Suggested discussion questions include:

- What was the participant being asked to accomplish?
- What was the participant's main recommendation?
- How effectively did the participant address each performance indicator?
- What specific examples, evidence or ideas strengthened the response?
- What Career Competencies were demonstrated through the presentation?
- What questions might the judge or stakeholder ask next?
- What would you add, change or improve in the solution?

 **TIP** | If multiple sample presentations are available for the same scenario, have students evaluate each presentation independently. As a class, compare the strengths and areas for improvement in each response. Ask students to determine which presentation was most effective and defend their rationale using evidence from the evaluation form.

APPLICATION ACTIVITIES

Provide students with a new role-play or case study. Individually, in pairs or in small groups, have students use the worksheet to analyze the scenario and develop their own solution.

Encourage students to use the following process for each performance indicator:

Define: What does the concept mean?

Apply: How does the concept relate to this specific situation or your solution?

Strengthen: What example, evidence, visual or specific recommendation could make the response more effective?

Have students present their solution to a partner, small group or the class. If time allows, students may also evaluate one another using the corresponding evaluation form.

ASSESSMENT + FOLLOW-UP

At the conclusion of the lesson, students should:

- Reflect on how their understanding of the scenario changed during the activity.
- Identify one strength in their solution or presentation.
- Identify one area they would improve in a future role-play or case study.
- Explain how performance indicators helped guide their response.

RESOURCES + MATERIALS

- “This Is How We Use Role-Plays and Case Studies In the Classroom” materials at <https://www.deca.org/classroom/integrate-classroom/use-role-plays-and-case-studies-in-the-classroom/>
- Access to www.deca.org for sample role-play videos and supporting materials
- Worksheet (provided)



DECA

ROLE-PLAYS AND CASE STUDIES

WORKSHEET

Participant Role:

Judge Role:

Instructional Area:

Company/Organization:

Setting:

UNDERSTAND THE SCENARIO

Business Challenge: What problem, opportunity or decision is at the center of the scenario?

DEVELOP YOUR SOLUTION

Overall Recommendation: What do you recommend and why?

Key Actions: What steps would you take to implement your recommendation?

1.

2.

3.

Implementation: What resources, responsibilities, timing or next steps should be considered?

APPLY THE PERFORMANCE INDICATORS

For each performance indicator, explain the concept, connect it directly to the scenario and identify a specific example, recommendation, visual or supporting detail that could strengthen your response.

Performance Indicator: Write the indicator exactly as it appears on the role-play or case study.

Define – what does this concept mean?

Apply – How does this concept relate to the scenario or your solution?

Strengthen – What example, evidence, visual or specific recommendation could make your response more effective?

Performance Indicator:

Define –

Apply –

Strengthen –

Performance Indicator:

Define –

Apply –

Strengthen –

Performance Indicator:

Define –

Apply –

Strengthen –

Performance Indicator:

Define –

Apply –

Strengthen –

Performance Indicator:

Define –

Apply –

Strengthen –

PREPARE FOR THE JUDGE

What question might the judge/stakeholder ask you? _____