



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 General Performance Indicators, Specific 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 give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the nature of effective communications.
- Explain ethical considerations in providing information.
- Describe the use of business ethics in promotion.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)
- Identify internal and external service standards.
- Describe marketing functions and related activities.

CASE STUDY SITUATION

You are to assume the roles of a marketing management team at THE BERGMAN AUTO GROUP, owners of six car dealerships in a 200-mile trading area. The president (judge) has asked you to evaluate an advertising strategy being utilized by all six dealerships.

BERGMAN AUTO GROUP is a well established corporation consisting of six car dealerships in one state covering a 200 mile trading area. Each dealership sells only one of the following car lines: Buick, Chevrolet, Dodge, Toyota, Kia, and Hyundai. New and pre-owned cars are available at every dealership. Each dealership offers a parts department, service department and collision repair center. The corporation has been a leader in automotive sales. The Kia and Hyundai dealerships are the newest members of BERGMAN AUTO GROUP, having been in operation for three years. The remaining dealerships have all been in operation for twenty-five years or more.

Three weeks ago, the Chevrolet dealership ran a newspaper ad in the Sunday classified section. The same ad was posted on the dealership's website. The ad showed a picture of a new Chevy Malibu along with the following brief copy:

“\$15,887 New 2010 Malibu, Automatic, Air Conditioning, AM/FM, 40 in Stock.”

Because of very weak economic conditions, the car buying market, for virtually any brand, has been nonexistent. However, the ad for the Malibu has been very successful in bringing customers into the BERGMAN CHEVROLET dealership. In fact, there has been a 28% increase in customer traffic and sales have increased 40% since the ad began running! Yesterday, while speaking to the Chevrolet new car manager, the president was told that some customers felt the Malibu ad was not as straight-forward as it could have been and that they felt manipulated.

The new car manager reported that there are in fact, 40 Malibu models in the current inventory. However, the Malibu cited in the newspaper ad carries a Manufacturers Suggested Retail Price (MSRP) of \$16,587 which has been marked down to \$15,887. The tan-colored Malibu in the ad is a very basic version, void of any other options besides the ones mentioned in the ad. The remaining 39 Malibus in the BERGMAN CHEVROLET inventory are “loaded with options” and carry an average MSRP of \$21,793. The new car manager further stated that ads similar to the one for the Malibu have been running for all of the other dealerships in THE BERGMAN AUTO GROUP.

The president (judge) has asked to meet with your management team to discuss the advertising strategy currently in use by THE BERGMAN AUTO GROUP. Specifically, the president (judge) would like your team to address the following:

- the goals and objectives of placing ads such as the one for the Malibu,
- the benefits and consequences to THE BERGMAN AUTO GROUP and its customers by continuing to run ads such as the Chevrolet ad,
- the consequences to THE BERGMAN AUTO GROUP and its customers of modifying the ads, and
- recommendations and rationale addressing the current advertisement.

You will present to the president (judge) of THE BERGMAN AUTO GROUP in a meeting to take place in the president's (judge's) office. The president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented and have answered the president's (judge's) questions, the president (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of president of THE BERGMAN AUTO GROUP, owners of six car dealerships in a 200-mile trading area. You have asked your management team (participant team) to evaluate an advertising strategy being utilized by all six dealerships.

BERGMAN AUTO GROUP is a well established corporation consisting of six car dealerships in one state covering a 200 mile trading area. Each dealership sells only one of the following car lines: Buick, Chevrolet, Dodge, Toyota, Kia, and Hyundai. New and pre-owned cars are available at every dealership. Each dealership offers a parts department, service department and collision repair center. The corporation has been a leader in automotive sales. The Kia and Hyundai dealerships are the newest members of BERGMAN AUTO GROUP, having been in operation for three years. The remaining dealerships have all been in operation for twenty-five years or more.

Three weeks ago, the Chevrolet dealership ran a newspaper ad in the Sunday classified section. The same ad was posted on the dealership's website. The ad showed a picture of a new Chevy Malibu along with the following brief copy:

"\$15,887 New 2010 Malibu, Automatic, Air Conditioning, AM/FM, 40 in Stock."

In spite of a very weak economy, the ad for the Malibu has helped produce a 28% increase in customer traffic and sales have increased 40%! Yesterday, while speaking to the Chevrolet new car manager, you were told that some customers felt the Malibu ad was not as straight-forward as it could have been and that they felt manipulated.

The new car manager reported that there are in fact, 40 Malibu models in the current inventory. However, the Malibu cited in the newspaper ad carries a Manufacturers Suggested Retail Price (MSRP) of \$16,587 which has been marked down to \$15,887. The tan-colored Malibu in the ad is a very basic version, void of any other options besides the ones mentioned in the ad. The remaining 39 Malibus in the BERGMAN CHEVROLET inventory are "loaded with options" and carry an average MSRP of \$21,793. The new car manager further stated that ads such as the one for the Malibu have been running for all six dealerships in THE BERGMAN AUTO GROUP.

You have asked to meet with your management team (participant team) to discuss the advertising strategy currently in use by THE BERGMAN AUTO GROUP. Specifically, you would like your management team (participant team) to address the following:

- the goals and objectives of placing ads such as the one for the Malibu,
- the benefits and consequences to THE BERGMAN AUTO GROUP and its customers by continuing to run ads such as the Chevrolet ad,
- the consequences to THE BERGMAN AUTO GROUP and its customers of modifying the ads, and
- recommendations and rationale addressing the current advertisement.

The management team (participant team) will present their recommendations and rationale to you in a meeting to take place in your office. You will begin the meeting by greeting the management team (participant team) and asking to hear their ideas.

After the management team (participant team) has made their presentation, you are to ask the following questions of each participant team:

1. Doesn't a business have a responsibility to its investors or stockholders to do whatever it legally can do to increase revenue?
2. During difficult economic times what marketing element do you believe is most important in keeping a car dealership afloat? Please explain.

Once the management team (participant team) has answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scranton sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.

JUDGE'S EVALUATION FORM
BLTDM
STATE EVENT 2010

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Explain the nature of effective communications?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain ethical considerations in providing information?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Describe the use of business ethics in promotion?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Discuss actions employees can take to achieve the company's desired results?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Identify internal and external service standards?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Describe marketing functions and related activities?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE _____					