



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 21st 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 21st 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.

21st CENTURY SKILLS

- 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

- Explain the nature of business ethics.
- Explain marketing and its importance in a global economy.
- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Demonstrate connections between company actions and results.
- Interpret business policies to customers/clients.
- Explain the nature of effective communications.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of customer relations at FITNESS TIME, a chain of over 2,000 fitness centers. The senior vice president (judge) wants your team to analyze claims that the company is acting unethically by marketing misleading information and recommend if changes are needed.

The number of FITNESS TIME locations is increasing quickly. Ten locations are set to open each month for remainder of 2024. FITNESS TIME prides itself on being more affordable than other gym and on offering equipment and machines for serious athletes as well as people beginning their fitness journey.

There are two levels of membership at FITNESS TIME: the basic membership and the ultra membership. The basic membership involves 24/7 access to any location, training sessions and mobile app workouts. The ultra membership adds on perks including bringing a guest, discounts on merchandise, use of tanning beds and hydromassage and massage chairs.

In most markets, FITNESS TIME promotes their membership rates for the basic membership at \$1 down and \$10/month. FITNESS TIME places the promotional signs in neighborhoods, on the local FITNESS TIME websites, social media, in the facilities and on banners and yard signs on the facility properties. The promotional pieces all mention the date when the offer expires.

Customers have determined that the \$1 down, \$10/month basic membership rate offer truly never expires. The offer expiration date on the promotional pieces simply gets extended. If a promotional sign states the offer expires on April 15, then on April 16 the offer expiration date changes to April 30. Customers think the special deal they are receiving is not special.

Customers feel misled. They are claiming that it is unethical for FITNESS TIME to promote a special deal with an expiration date that pressures people to become members in a limited time offer, when in fact they can join at any time and receive the same rates.

The senior vice president (judge) wants your team to analyze the situation and to:

- Explain marketing and why it is important in a growing company
- Describe marketing functions
- Decide if influencing customer buying behavior with a false expiration date is ethical
- Recommend any changes to the promotion, if needed
- Interpret policies to customers

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st 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

You are to assume the role of the senior vice president at FITNESS TIME, a chain of over 2,000 fitness centers. You want the director of marketing and the director of customer relations (participant team) to analyze claims that the company is acting unethically by marketing misleading information and recommend if changes are needed.

The number of FITNESS TIME locations is increasing quickly. Ten locations are set to open each month for remainder of 2024. FITNESS TIME prides itself on being more affordable than other gym and on offering equipment and machines for serious athletes as well as people beginning their fitness journey.

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You want the director of marketing and the director of customer relations (participant team) to analyze the situation and to:

- Explain marketing and why it is important in a growing company
- Describe marketing functions
- Decide if influencing customer buying behavior with a false expiration date is ethical
- Recommend any changes to the promotion, if needed
- Interpret policies to customers

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. What are other ways to influence buying behavior besides price?
2. Does our public relations team need to make a statement regarding the allegations of unethical marketing?

Once the director of marketing and the director of customer relations (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 relations (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 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 th 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 th 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 th percentile of business personnel performing this performance indicator.



BUSINESS LAW AND ETHICS TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

INSTRUCTIONAL AREA: Marketing

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of business ethics?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain marketing and its importance in a global economy?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe marketing functions and related activities?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
5.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6	7-8	9-10	
6.	Interpret business policies to customers/clients?	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	
21st CENTURY SKILLS						
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	
TOTAL SCORE						