



## Marketing

### SAMPLE ROLE PLAY 1

#### PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the information and prepare your presentation. You can take notes for the presentation.
2. During preparation, give an ID label to your adult assistant.
3. Your presentation is 7 minutes long. You'll get a 1-minute warning when the timekeeper holds up a colored card. When time is up, the timekeeper will hold up a colored card, and you must stop immediately.
4. After the presentation, you have up to 3 minutes to answer the judge's questions.
5. Every team member must participate in both the presentation and answering questions.
6. Turn in all notes and materials when you're done.

#### PERFORMANCE INDICATORS

- Identify ethical issues related to customer data collection and monetization.
- Analyze the conflict between profit generation and customer privacy rights.
- Evaluate stakeholder trust and the long-term consequences of data practices.
- Develop ethical data policies that balance business needs with consumer protection.
- Recommend transparent communication strategies for data usage disclosure.

SAMPLE

## CASE STUDY SITUATION

You are to assume the roles of ethics advisors for STREAMWAVE, a popular streaming entertainment platform with 25 million subscribers. You have been hired by the company's chief operating officer (judge) to address concerns about the company's data collection and monetization practices.

STREAMWAVE offers a subscription-based streaming service featuring movies, TV shows, and original content. The company has grown rapidly over the past five years by offering competitive pricing and personalized recommendations. The platform's recommendation algorithm is highly accurate because it tracks detailed user behavior including viewing habits, pause points, rewind patterns, search queries, and even the time of day users watch specific content.

Three months ago, STREAMWAVE's parent company launched a new revenue initiative to offset rising content costs. The company began selling anonymized user data to third-party advertisers and market research firms. The data includes viewing preferences, demographic information, and behavioral patterns. This new revenue stream has generated \$15 million in the first quarter alone, significantly improving the company's financial outlook and stock price.

However, a technology journalist recently published an investigation revealing that STREAMWAVE's "anonymized" data can often be re-identified when combined with other publicly available information. The article included examples of individuals whose viewing habits were traced back to them, including sensitive content related to health conditions, political views, and personal relationships. The story has gone viral on social media, with many customers expressing betrayal and anger.

The situation is complicated by several factors. First, STREAMWAVE's terms of service technically allow this data sharing, though the language is buried in a lengthy privacy policy that most users never read. Second, competitors also monetize user data in similar ways, and stopping this practice would require raising subscription prices or cutting content spending. Third, the data sales have helped fund new original programming that users love. Fourth, the company's leadership is divided—some executives argue the practice is standard in the industry, while others worry about long-term reputation damage.

The chief operating officer (judge) has asked your team to recommend an ethical path forward that addresses customer concerns while considering the company's financial realities.

You must address the following in your presentation:

- What the ethical issues are and why they matter to stakeholders
- The tension between data monetization and customer trust
- Proposed solutions that protect privacy while maintaining business viability
- How you will communicate changes to customers and rebuild trust

Your team will present the strategy to the chief operating officer (judge) in a meeting at the company headquarters. The chief operating officer (judge) will begin the presentation by greeting your team and asking to hear the strategy. After the strategy has been presented and you have answered the chief operating officer's (judge's) questions, the chief operating officer (judge) will conclude the meeting by thanking you for your work.

## JUDGE'S INSTRUCTIONS

You are to assume the role of chief operating officer of STREAMWAVE, a popular streaming entertainment platform with 25 million subscribers. You have hired a team of ethics advisors (participant team) to address concerns about the company's data collection and monetization practices.

STREAMWAVE offers a subscription-based streaming service featuring movies, TV shows, and original content. The company has grown rapidly over the past five years by offering competitive pricing and personalized recommendations. The platform's recommendation algorithm is highly accurate because it tracks detailed user behavior including viewing habits, pause points, rewind patterns, search queries, and even the time of day users watch specific content.

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You have asked the team of ethics advisors (participant team) to recommend an ethical path forward that addresses customer concerns while considering the company's financial realities.

The ethics advisors (participant team) should address the following in their presentation:

- What the ethical issues are and why they matter to stakeholders
- The tension between data monetization and customer trust
- Proposed solutions that protect privacy while maintaining business viability
- How they will communicate changes to customers and rebuild trust

The advisors (participants) will present the strategy to you in a meeting to be held at the company headquarters. You are to begin the presentation by greeting the advisors (participants) and asking to hear the strategy.

## Presentation Procedure

- Participants receive 20 minutes of preparation time prior to presenting. Presentations will be scheduled at 10–15 minute intervals.
- Please place the participant team's name and ID number in the upper right-hand corner of the Evaluation Form.
- During the first 7 minutes, the team presents their analysis, recommendations, and rationale. Allow them to complete this portion without interruption unless a question is required. Timekeeper will provide a 1-minute warning and indicate when time is up.
- During the next 3 minutes, ask questions to determine understanding. Each team member should respond to at least one question. Ask the same standard questions to all teams, then any team-specific questions.
- After questioning, conclude by thanking the participants and complete the Evaluation Form, recording scores for all categories. The maximum score is 100 points.

## JUDGING THE PRESENTATION

### Judge Responsibilities

- Listen to the full presentation without interruption.
- Ask the standard questions provided (plus any team-specific questions).
- Score the participants using the **Response Criteria**, **Performance Indicators**, and **Presentation Criteria**.
- Conclude the meeting by thanking participants

### Response Criteria

Evaluate the participant's ability to analyze the business situation and develop strategic recommendations using the following criteria:

- Demonstrates understanding of the role play and defines the business objectives
- Identifies logical solution and develops implementation plan

### Performance Indicators

Ensure that the scores reflect the participant's understanding and application of the performance indicators:

- Identify ethical issues related to customer data collection and monetization.
- Analyze the conflict between profit generation and customer privacy rights.
- Evaluate stakeholder trust and the long-term consequences of data practices.
- Develop ethical data policies that balance business needs with consumer protection.
- Recommend transparent communication strategies for data usage disclosure.

## Presentation Criteria

Evaluate the quality of the presentation itself using the following presentation criteria:

- Statements are well-organized and clearly stated; demonstrates preparedness
- Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection
- Demonstrates the ability to effectively answer the judges' questions

## Standard Questions

After the initial presentation you are to ask the following questions of each participant team:

- Is it ethical to continue selling user data if we make the privacy policy clearer and easier to understand?
- Should we offer customers a choice to opt out of data sharing, even if it means they would pay higher subscription fees?
- Do we have an ethical obligation to notify customers whose data may have been re-identified?
- How do we balance being competitive with other streaming services that also monetize data while maintaining ethical standards?

## Scoring Definitions

- **Exceeds Expectations:** Information is presented effectively and creatively; nothing more could be expected.
- **Meets Expectations:** Information is presented well; minor problems or omissions may exist but are not significant. Creativity may be limited.
- **Below Expectations:** Presentation does not meet minimum standards of acceptability.
- **Little/No Value:** Major flaw or omission significantly reduces effectiveness, or the information presented is of no value.

## JUDGE'S EVALUATION FORM

**Event:** Business Ethics Role Play

Response Criteria	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Demonstrates understanding of the role play and defines the business objectives	10-9	8-7-6	5-4-3	2-1-0	_____
Identifies logical solution and develops implementation plan	10-9	8-7-6	5-4-3	2-1-0	_____

**Case Analysis & Response Subtotal:** \_\_\_\_\_ / 20

Performance Indicator <i>Did the Participant:</i>	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Identify ethical issues related to customer data collection and monetization.	10-9	8-7-6	5-4-3	2-1-0	_____
Analyze the conflict between profit generation and customer privacy rights.	10-9	8-7-6	5-4-3	2-1-0	_____
Evaluate stakeholder trust and the long-term consequences of data practices.	10-9	8-7-6	5-4-3	2-1-0	_____
Develop ethical data policies that balance business needs with consumer protection.	10-9	8-7-6	5-4-3	2-1-0	_____
Recommend transparent communication strategies for data usage disclosure.	10-9	8-7-6	5-4-3	2-1-0	_____

**Performance Indicators Subtotal:** \_\_\_\_\_ / 50

Presentation Criteria	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Statements are well-organized and clearly stated; demonstrates preparedness?	10-9	8-7-6	5-4-3	2-1-0	_____
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection?	10-9	8-7-6	5-4-3	2-1-0	_____
Demonstrates the ability to effectively answer the judges' questions?	10-9	8-7-6	5-4-3	2-1-0	_____

**Presentation Subtotal:** \_\_\_\_\_ / 30

**Total Points:** \_\_\_\_\_ / 100