



CAREER CLUSTER
Business Management and Administration

INSTRUCTIONAL AREA
Customer Relations

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 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.

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.
- Handle customer/client complaints.
- Identify company's brand promise.
- Explain the nature of positive customer relations.
- Demonstrate a customer-service mindset.
- Explain factors that influence customer/client/business buying behavior.
- Demonstrate connections between company actions and results.

CASE STUDY SITUATION

You are to assume the roles of director of marketing and director of brand management for ANGEL CLEAN, a brand of disposable diapers for babies. The senior vice president (judge) has been dealing with negative backlash regarding the new product line called *Completely Clean*, and needs your team to analyze the situation and make recommendations for a solution.

ANGEL CLEAN is consistently competing with ROYAL brand diapers as the number one diaper in the nation. Each brand is considered a premium diaper that offers babies dryness and promises parents no leaks. Both brands are similarly priced and seem to be of similar quality. Brand loyalty seems to stem from a personal history or a simple preference.

Last year both brands of disposable diapers launched new products. Consumer and environmental activists have been pleading with manufacturers to make changes to disposable diapers to make them more environmentally friendly. Disposable diapers take up a lot of space in landfills and the materials used take a long time to decompose. While teams have not been able to create disposable diapers that are 100% earth-friendly, they have been able to eliminate some of the toxic materials.

ANGEL CLEAN's new product, *Completely Clean*, was launched last year. *Completely Clean* are premium disposable diapers that include natural organic materials in the production. While they are not 100% natural or organic, it is a first step toward environmental improvements. *Completely Clean's* prices are higher than the regular diapers because they cost more to produce. ROYAL brand also launched a similar product that boasted natural organic materials.

Both new diaper brands had successful product launches and sales of both products have been fair. However, just last month a popular parent blogger posted a scathing review of *Completely Clean* diapers, calling out the brand saying they are not completely clean. The blogger stated that because *Completely Clean* diapers contain nonorganic materials they are lying to the public. The blog post caused several news agencies to accuse ANGEL CLEAN of greenwashing, exaggerating claims to present a desirable environment image. The blog post created quite a stir and ANGEL CLEAN's customer service department has been dealing with angry customers ever since the blog was posted.

The senior vice president (judge) does not feel that ANGEL CLEAN was exaggerating claims about *Completely Clean* diapers. Although the packaging on *Completely Clean* diapers states, "Includes natural organic materials," the packaging does not state it is only made of natural organic materials. The packaging of ROYAL's new product line stated, "Now made with more natural materials," yet nothing negative has been said about that brand.

The senior vice president (judge) wants your team to analyze the situation and recommend a solution to the problem. The senior vice president (judge) also wants your team to consider if changes need to be made to the product itself, the product name and/or the product packaging.

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 analysis and recommendation 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'S INSTRUCTIONS

You are to assume the role of senior vice president for ANGEL CLEAN, a brand of disposable diapers for babies. You have been dealing with negative backlash regarding the new product line called *Completely Clean*, and need the director of marketing and director of brand management (participant team) to analyze the situation and make recommendations for a solution.

ANGEL CLEAN is consistently competing with ROYAL brand diapers as the number one diaper in the nation. Each brand is considered a premium diaper that offers babies dryness and promises parents no leaks. Both brands are similarly priced and seem to be of similar quality. Brand loyalty seems to stem from a personal history or a simple preference.

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ANGEL CLEAN'S new product, *Completely Clean*, was launched last year. *Completely Clean* are premium disposable diapers that include natural organic materials in the production. While they are not 100% natural or organic, it is a first step toward environmental improvements. *Completely Clean's* prices are higher than the regular diapers because they cost more to produce. ROYAL brand also launched a similar product that boasted natural organic materials.

Both new diaper brands had successful product launches and sales of both products have been fair. However, just last month a popular parent blogger posted a scathing review of *Completely Clean* diapers, calling out the brand saying they are not completely clean. The blogger stated that because *Completely Clean* diapers contain nonorganic materials they are lying to the public. The blog post caused several news agencies to accuse ANGEL CLEAN of greenwashing, exaggerating claims to present a desirable environment image. The blog post created quite a stir and ANGEL CLEAN'S customer service department has been dealing with angry customers ever since the blog was posted.

You do not feel that ANGEL CLEAN was exaggerating claims about *Completely Clean* diapers. Although the packaging on *Completely Clean* diapers states, "Includes natural organic materials," the packaging does not state it is only made of natural organic materials. The packaging of ROYAL'S new product line stated, "Now made with more natural materials," yet nothing negative has been said about that brand.

You want the director of marketing and director of brand management (participant team) to analyze the situation and recommend a solution to the problem. You also want the director of marketing and director of brand management (participant team) to consider if changes need to be made to the product itself, the product name and/or the product packaging.

The director of marketing and director of brand management (participant team) will present an

analysis and recommendation to you in a meeting to take place in your office. You will begin the meeting by greeting the director of marketing and director of brand management (participant team) and asking to hear about their analysis.

After the director of marketing and director of brand management (participant team) have presented the recommendation you are to ask the following questions of each participant team:

1. How will your decision affect our corporate image?
2. We didn't lie, but were we being deceptive?
3. Do you think we need to make a public statement about *Completely Clean*?

Once the director of marketing and director of brand management (participant team) have 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 Scantron 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.



BUSINESS LAW AND ETHICS TEAM DECISION MAKING, 2017

Participant: _____

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA
Customer Relations

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.	Handle customer/client complaints?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify company's brand promise?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of positive customer relations?	0-1-2-3	4-5-6	7-8	9-10	
5.	Demonstrate a customer-service mindset?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
7.	Demonstrate connections between company actions and results?	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						