| **DECA Connection Role Play** | **Business ethics** |
| --- | --- |
| **Role – Director of Marketing and Brand Management****Situation** You are to assume the roles of director of marketing and director of brand management for CELEBRATION RESORTS, a chain of hospitality resorts with two domestic locations and five  international locations. The senior vice president (judge) has asked you to analyze the final product of a hired social influencer and determine how the company should proceed.  CELEBRATION RESORTS offer all-inclusive holidays at each of their locations. While some of the activities and services vary by location, each resort provides all-inclusive food, beverages and  activities for its guests. Most resorts are located on coastlines with private access to beaches, multiple swimming pools, restaurants, lounges, fitness centers, spas and children’s centers.  Continue Reading on Page 2  **Activity**  The senior vice president (judge) is worried about the negative publicity Sam Powers’ reviews will give the new resort and the CELEBRATION RESORTS brand. The senior vice president (judge) wants your team to analyze the information and make a recommendation on how to proceed.  **Judge’s Questions**   * What are possible negative consequences to your recommendation? * How can we use Sam Powers’ negative reviews to our advantage? | **Aspects of Industry**   * Business Planning * Community Issues * Management   **Objectives**   * Describe the impact of a person’s social media brand on the achievement of organizational objectives. Demonstrate connections between company actions and results. * Recognize and respond to ethical dilemmas. * Explain the nature of effective communications. * Explain ethical considerations in providing information.   **TN State Standard**  Social Responsibility and Ethics - #23  Research the concept of social responsibility and ethics as important components of business. Develop a hypothesis for why businesses must increasingly consider their impact on society when making decisions. |

## **Situation Cont.**

The newest property to open is CELEBRATION RESORT – Beach Town. This new property is the largest of all CELEBRATION RESORT properties and offers the most services, amenities and activities. In anticipation of the grand opening of CELEBRATION RESORT – Beach Town, executives hired a popular social influencer to spend three nights at the new hotel and review the experience online.

The social influencer is Sam Powers, a 26-year old with a vlog on YouTube that has 2 million subscribers. Powers’ YouTube channel highlights what is hip and trendy and is marketed toward young Millennials. Brands that have been mentioned on Sam Powers’ channel have seen their profits soar or decline, depending on her review.

In CELEBRATION RESORTS’ contract with Sam Powers, the social media star was paid $5,000 up front and another $5,000 when the final products were delivered. CELEBRATION RESORTS provided Powers with air transportation for two to Beach Town, three nights lodging at the new resort and all expenses, taxes, fees and tips included.

The contract stated that Powers must dine at two of the resort restaurants and participate in two of the resort activities and provide reviews. The reviews would be included in her vlog on YouTube and on the CELEBRATION RESORTS’ YouTube channel. Sam Powers would also be responsible for writing a blog of her experiences to be featured on the CELEBRATION RESORTS’ website with links on all CELEBRATION RESORTS social media.

After spending three nights at the new resort, Sam Powers recorded a vlog and wrote a blog about the experience and sent it to the senior vice president (judge). The vlog and blog were full of negative comments about the resort: ugly lobby, slow elevators, off-brand bathroom shampoo, rough bed linens, poorly decorated rooms and uncomfortable beach chairs. Only one out of the two restaurants reviewed received highly positive affirming remarks. Thankfully, both activities Sam Powers participated in received positive reviews. It is up to CELEBRATION RESORTS to decide when all of the content will go live.

The senior vice president (judge) is worried about the negative publicity Sam Powers’ reviews will give the new resort and the CELEBRATION RESORTS brand. The senior vice president (judge) wants your team to analyze the information and make a recommendation on how to proceed.