



**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 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the nature of business ethics.
- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.
- Explain the concept of competition.
- Enlist others in working toward a shared vision.

## **CASE STUDY SITUATION**

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You are to assume the roles of the sales manager and the marketing manager at SOLAR PLUS, a company that installs solar panels for residential customers. The president of the company (judge) wants you to explain the ethical implications of a new marketing campaign.

SOLAR PLUS installs solar panels onto the roofs of residential homes. The solar panels use sunlight as an energy source to generate electricity for the residence. Customers that own their own homes can save money on their electricity bills by using solar panels for a portion of their energy needs.

To purchase the full solar panel system from SOLAR PLUS, the cost is approximately \$14,000. The solar panels may only be installed on roofs in good shape, not needing repair, and all trees must be cut or trimmed to expose the roof to the sun.

Many customers are not able to use solar paneling because they cannot afford the cost. To compete with other solar panel companies in the area, SOLAR PLUS now offers leasing agreements. Rather than paying the \$14,000 up front, customers may make monthly payments to SOLAR PLUS. No upfront payments are required, but customers must make monthly payments for the length of the lease, even if it exceeds a total cost of \$14,000.

To market the new leasing service, SOLAR PLUS has developed a marketing campaign, “Put solar on your roof for free!” The campaign lets customers know that they do not need \$14,000 to have solar panels installed.

The president (judge) is unsure if the marketing campaign is ethical. The president (judge) wants you to explain if “Put solar on your roof for free!” is ethical, how it will influence buying behavior and how the SOLAR PLUS sales team can ethically use the campaign to gain new customers.

You will present your analysis and recommendation to the president (judge) 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 your ideas and have answered the president’s (judge’s) questions, the president (judge) will conclude the meeting by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of the president of SOLAR PLUS, a company that installs solar panels for residential customers. You want the sales manager and the marketing manager (participant team) to explain the ethical implications of a new marketing campaign.

SOLAR PLUS installs solar panels onto the roofs of residential homes. The solar panels use sunlight as an energy source to generate electricity for the residence. Customers that own their own homes can save money on their electricity bills by using solar panels for a portion of their energy needs.

To purchase the full solar panel system from SOLAR PLUS, the cost is approximately \$14,000. The solar panels may only be installed on roofs in good shape, not needing repair, and all trees must be cut or trimmed to expose the roof to the sun.

Many customers are not able to use solar paneling because they cannot afford the cost. To compete with other solar panel companies in the area, SOLAR PLUS now offers leasing agreements. Rather than paying the \$14,000 up front, customers may make monthly payments to SOLAR PLUS. No upfront payments are required, but customers must make monthly payments for the length of the lease, even if it exceeds a total cost of \$14,000.

To market the new leasing service, SOLAR PLUS has developed a marketing campaign, “Put solar on your roof for free!” The campaign lets customers know that they do not need \$14,000 to have solar panels installed.

You are unsure if the marketing campaign is ethical. You want the sales manager and the marketing manager (participant team) to explain if “Put solar on your roof for free!” is ethical, how it will influence buying behavior and how the SOLAR PLUS sales team can ethically use the campaign to gain new 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. How do the roof and tree requirements affect the total cost of getting solar panels?
2. Who is the primary target market for solar panels?

Once the sales manager and the marketing manager (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the sales manager and the marketing manager (participant team) for the work.

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

## **EVALUATION INSTRUCTIONS**

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## BUSINESS LAW AND ETHICS TEAM DECISION MAKING 2023

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Marketing

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of business ethics?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe marketing functions and related activities?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
4.	Discuss actions employees can take to achieve the company's desired results?	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.	Explain the concept of competition?	0-1-2-3	4-5-6	7-8	9-10	
7.	Enlist others in working toward a shared vision?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						