



CAREER CLUSTER

Business Management and Administration

CAREER PATHWAY

General Management

INSTRUCTIONAL AREA

Customer Relations

BUSINESS ETHICS EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 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).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Discuss the nature of customer relationship management.
2. Explain the role of ethics in customer relationship management.
3. Handle customer/client complaints.
4. Adjust communications plan.
5. Demonstrate ethical work habits.

CASE STUDY SITUATION

You are the director of customer management for GERONIMO PRODUCTS, a consumer goods corporation that markets over 65 product brands. GERONIMO primarily specializes in a variety of cleaning products and personal care products. The products are sold in supermarkets, discount stores, dollar stores and drugstores worldwide.

One of GERONIMO PRODUCTS' best-selling brands is *Gentle Touch*, a bath wash that can be used as a mild soap and shampoo for babies. *Gentle Touch* had its fourth consecutive quarter of declines in profit last year, so brand executives asked the GERONIMO PRODUCTS marketing team to focus on the *Gentle Touch* brand to build the brand and attract new customers.

The marketing team's main goal was to gather customer information such as email address, street address and social media usage. Once the customer information was gathered, a major communications plan would follow the customer for years; offering coupons and promotions via email, postal service mail and social media. Customers' coupons and promotions would not only include *Gentle Touch*, but other GERONIMO PRODUCTS, such as toothpaste, laundry soap, dish soap, razors, toilet paper, paper towels, vitamins and herbal supplements.

To gather customers' information for the communications plan, the marketing team created the *Gentle Touch* Cutest Baby Contest. The contest was promoted on *Gentle Touch* social media platforms: Facebook, Twitter and Instagram. To enter, parents or grandparents were asked to submit a picture of their newborn baby. The submission form required the name of the adult, email address, street address and required the entrant to follow *Gentle Touch* on social media.

Once the baby picture was officially submitted, the entrant was sent a link to have family and friends vote for their baby to win the contest. Family and friends would simply click on the link, provide *Gentle Touch* with their name, email, street address and a social media follow, and would then have their vote counted. All entrants and voters had to agree to terms and conditions allowing information to be used for GERONIMO PRODUCTS marketing.

The rules state that each month the baby with the most votes would be declared winner of the *Gentle Touch* Cutest Baby Contest and would win a year's supply of *Gentle Touch*—twelve bottles.

The contest was wildly successful. In the first six months of the contest, GERONIMO PRODUCTS collected information on close to 500,000 people. Not only did they receive information on each entrant, but about each person that voted in the contest. The contest also significantly increased *Gentle Touch's* brand exposure on social media.

As the marketing team congratulated themselves for a job well done, a popular parenting blogger decided to research the contest. The blogger determined that the winners were chosen randomly and not by most votes. The blogger scolded the company for tricking and deceiving proud new parents and grandparents into believing their precious newborns could win a contest, when in reality it was not a contest at all but simply a method to gather information.

YOUR CHALLENGE

The senior vice president is worried about backlash from the parenting blogger's article. While it is true that votes were not taken into consideration when declaring a winner, a winner was chosen each month and was shipped twelve bottles of *Gentle Touch*.

The senior vice president has asked you to determine how to make the contest more ethical; specifically describing changes to the contest and/or a communications plan that would satisfy participants and still yield lasting marketing relationships.

You will receive 2-3 questions from the judge pertaining to the case situation.



BUSINESS ETHICS, 2018

JUDGE'S EVALUATION FORM
State/Provincial Event 1

INSTRUCTIONAL AREA
Customer Relations

Participant: _____

I.D. Number: _____

Participant: _____

I.D. Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of customer relationship management?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of ethics in customer relationship management?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Handle customer/client complaints?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Adjust communications plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Demonstrate ethical work habits?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						