

NAME: _____

DATE: _____

CASE STUDY

Jordan's Decision-Making Process

What + Why: Before making a decision, it helps to see what's actually on the table.

Big decisions—like buying something expensive or committing to a long-term choice—rarely happen all at once. People often talk through priorities, consider different paths, and rethink what's really possible before moving forward. Taking time to organize those pieces can change how confident a decision feels. This activity gives you a chance to practice that kind of thinking.

**Supporting Materials:**

Car Choice & Influence Snapshot (Case Study)

Consumer Decision-Making Process (completed previously)

Jordan's Decision-Making Process Rubric

Instructions:

1. With your group, review the **Car Choice & Influence Snapshot** case study materials. (It may be helpful to reference the **Consumer Decision-Making Process** handout for details about the steps in this decision-making process.)
2. Complete the **Jordan's Decision-Making Process** handout using the case details.
3. You will not be making a decision in this activity. Focus on the first three steps in the consumer decision-making process. You'll be gathering the information Jordan needs to eventually make a solid financial decision.

1. Step 1: Identify the Need or Goal:

What choice does Jordan need to make?

2. Step 2: Research Information:

What things matter to Jordan in this situation?

What are Jordan's constraints?

3. Step 3: Compare Alternatives:

What are some possible choices Jordan could consider?

What are the impacts and potential trade-offs of these options?

4. After answering the questions, discuss your answer to Supporting Question 2 as group, using the decision-making process as lens for your thinking:

- How can using the decision-making process help showcase how values, peer pressure, and advertising are influencing Jordan's car choice?

Jordan's Decision-Making Process Rubric:

Criteria	4 - Strong	3 - Proficient	2- Developing	1- Beginning
Identification of Need or Goal	Clearly and accurately explains the decision Jordan faces and connects it to independence, transportation needs, and financial stability.	Accurately identifies the decision Jordan must make.	Identifies part of the decision but lacks clarity or completeness.	Misidentifies the decision or provides minimal explanation.
Research: Priorities & Constraints	Clearly separates priorities, constraints, and outside influences using specific evidence from the case study.	Identifies priorities and constraints with some supporting details.	Lists some priorities or constraints but blends categories or lacks evidence.	Provides limited or inaccurate information about priorities or constraints.
Comparison of Alternatives	Identifies multiple realistic options and explains impacts and trade-offs (cost, reliability, influence, long-term impact) using evidence.	Identifies reasonable options and notes basic trade-offs.	Lists options but provides limited analysis of impacts or trade-offs.	Provides few options or little analysis of impacts.
Use of Evidence & Financial Concepts	Consistently uses evidence from the case study and correctly applies financial concepts (trade-offs, influence, budgeting, stability).	Uses some evidence and applies relevant financial concepts accurately.	Limited use of evidence or inconsistent application of concepts.	Little to no evidence used; minimal connection to financial concepts.
Focus on Process (Not Final Decision)	Fully focuses on organizing decision elements and the first three steps of the decision-making process without arguing for a final choice.	Mostly focuses on organizing the decision, with minor drift toward selecting an option.	Some focus on process but shifts toward choosing a car prematurely.	Primarily argues for a final choice rather than organizing decision elements.
Analysis of Influences (Supporting Question 2)	Clearly explains how values, peer pressure, and advertising are shaping Jordan's car choice and uses specific steps from the decision-making process to show where and how those influences appear. Supported with evidence from the case.	Identifies how at least two influences affect Jordan's thinking and connects them to the decision-making process with some supporting detail.	Identifies one influence but the connection to the decision-making process is vague or lacks case evidence.	Mentions influence without explanation or does not connect it to the decision-making process.