



# CELEBRATE 2017

WITH ALGONQUIN COLLEGE AND OCMC



## Marketing Case

The *Marketing* case involves a pair of student participants who will be presented with a marketing related challenge (case) and then given half an hour to prepare a presentation. The intent of the case is to challenge students to think creatively and strategically in a time constrained situation, allowing them to demonstrate their ability to think quickly and adapt to different situations. As a judge in this event, your job is to assume the role of the client described in the case scenario and evaluate how effectively each team presents their recommendation.

### The Case Scenario

The students will not be aware of the client company before they enter the prep room, although they will be aware of the industry that the client company operates in. They will have 30 minutes to familiarize themselves with the situation, formulate recommendations, and develop a presentation.

The presentation for the Marketing Case typically reflects a situation where students would take on the role of a marketing consultant giving a presentation on a strategic marketing decision to an organization's senior marketing or management team. Typical situations could include new product launches, generating awareness, marketing plan development, increasing sales, branding considerations, or similar scenarios.

The Marketing Case typically focuses student recommendations towards any combination of product decisions, pricing, segmentation/targeting, promotional elements, or distribution decisions.

Within the scenario of the case, it will be assumed that the team has not yet met you, but has received a communication outlining your situation. Students will be made aware of the industry that the client company operates in several weeks prior to the event.

### General Judging Considerations

The students' role in this event is to present recommendations for a marketing scenario as described in the case. Students should be able to identify the main problem/issue as part of the Background, and outline the specific Organizational Objectives that apply to the scenario. They will outline possible alternatives and present a well-supported recommendation that includes implementation details related to timing, budget, and resources required. Presentations should be convincing, creative, and supported with data as indicated in the case scenario. Students are expected to use industry-standard business and marketing terminology during their presentation.

It is assumed that each judge is from the client company, and each will take on a specific role.



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## Event Objectives

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To demonstrate the students' ability to:

- Analyze a problem situation
- Develop appropriate marketing strategies to remedy the situation
- Present the solution in a convincing manner

## Eligibility

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- All students must be from marketing or marketing-related programs. Please note that post-diploma, graduate certificate or degree program students are not eligible for OCMC.
- Repeat OCMC students cannot enter an event in which they previously participated.

## Student Preparation

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- Participants should familiarize themselves with the evaluation criteria. Please refer to the **case evaluation** form for details.
- The industry in which the client company operates will be identified by the host college by Friday, September 15, 2017.
- Students must be in the designated preparation room **on time**. Students should arrive at the designated preparation room **no earlier than five minutes before** their preparation time. Preparation times will be assigned randomly. Please refer to the case schedules in the program. No changes will be made unless a conflict situation exists.
- Proper **identification** (your name tag) must be visible to security personnel before entering the preparation room.
- Absolutely no supplies or equipment (beyond what is provided to you) is allowed in the room. This includes calculators, cell/smart phones, computers, PDAs, books, etc. Any violation of this rule results in disqualification.
- The use of business cards is optional.
- A package containing the case, a **memory key**, lined paper, 2 ball point pens, and 2 pencils will be provided upon entry to the preparation room. The memory key will contain 7 basic white background slides in the current version of PowerPoint. There are no restrictions on slide design, animation or transition.



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- The preparation room will contain a laptop for students to use to create their presentation. Their presentation must be saved on the memory key provided in the envelope. All competitors must ensure that they clear their presentation from the laptop before exiting the room.
- Participants have **30 minutes** to prepare their solution. Participants will be advised when five minutes remain.
- At the end of 30 minutes, the team will be escorted to their presentation room. There must be no communication with anyone other than your partner while in transit.

## Presentation

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- The room will have appropriate equipment and be arranged suitably for a presentation.
- Presentations must not exceed **15 minutes**. There will be a **five-minute question period** following the presentation with judges.
- Participants are responsible for managing their time when presenting. Judges will be conscious of time when listening to presentations and will ask a team to stop if necessary.
- At the conclusion of the question period the students will leave the room. **All materials used in the presentation must remain in the room.** The judges will collect your memory key, case, pens, etc.
- The judges will use the remaining minutes in the cycle to complete the evaluation form.

## Evaluation by Judges

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- Judges are to ask questions of the students (challenge the students) at the end of each presentation.
- Judges will not provide any verbal feedback to participants during the competition. They are permitted to ask questions during the official question period.
- Judges will complete an evaluation form with numerical scores and appropriate summary comments.
- Judges will rank each team from top to bottom. In the case of a tie between any of the top 5 teams, they will re-evaluate those teams to break the tie. There cannot be a tie amongst teams ranked one to five.
- **Judges decisions are final!** The top three teams are acknowledged at the final competition banquet and will come to the stage to receive their awards. Fourth and fifth place winners will be announced from the podium but **will not** be asked to the stage.

## Feedback

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- Each team will receive a feedback form from the host College approximately three weeks following the competition.



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## Event Scoring

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1 <sup>st</sup> Place	10 points
2 <sup>nd</sup> Place	8 points
3 <sup>rd</sup> Place	6 points
4 <sup>th</sup> Place	4 points
5 <sup>th</sup> Place	2 points



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## Marketing Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
<b>Introduction</b> <i>Introduction, opening statement, confidence</i> <p style="text-align: right;"><b>/5</b></p>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Keep in mind that the judges have not met the presenters prior to the presentation.
<b>Identification of Problem</b> <i>Effectively explaining the problem, including the relevant underlying facts of the situation described in the case</i> <p style="text-align: right;"><b>/5</b></p>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	The consulting team should clearly be able to separate the problem from the symptoms of the problem.
<b>Situation Analysis</b> <i>SWOT:            Internal Strengths and Weaknesses            External Opportunities and Threats</i> <p style="text-align: right;"><b>/15</b></p>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	The students will review the company's situation as described in the Case Study and they may also include any information that they have thought of themselves based on the material provided in the case.
<b>Organizational Objectives</b> <p style="text-align: right;"><b>/5</b></p>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Accurate identification for the outcomes the organization hopes to accomplish through the proposed plan.
<b>Identification of Alternatives</b> <i>Listing and evaluating advantages and disadvantages</i> <p style="text-align: right;"><b>/15</b></p>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	Generally, the case will involve a situation for which multiple alternatives would be appropriate, allowing for various scenarios to be evaluated and compared.
<b>Recommendations</b> <p style="text-align: right;"><b>/10</b></p>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	This section gives the students an opportunity to show some creativity while providing solutions to the problems.
<b>Implementation Plan</b> <i>Plan of Action</i> <p style="text-align: right;"><b>/10</b></p>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	The plan should be realistic, in terms of budget, timing and sequencing of the proposed recommendations, based on the size of the organization and the significance of the problem/opportunity.
<b>Question &amp; Answer</b> <i>Sound and practical responses</i>  <i>Support of information and position</i> <p style="text-align: right;"><b>/10</b></p>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	Hold off on your questions until the end. The team may ask for questions, but even if they do not it would be appropriate to ask questions at the end.  <i>Please note: the students will have 15 minutes for their presentation. There will then be 5 minutes for any questions.</i>



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<b>Presentation Skills</b> <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i> /15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	Judges will also evaluate accuracy and quality of the PowerPoint slides.
<b>Creativity</b>      /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	Although creativity is judged as a separate category, it is assumed that creativity can be employed in all parts of the presentation.

## OCMC Evaluation Form: Marketing Case Study

College Name: \_\_\_\_\_

Student Presenters: 1. \_\_\_\_\_ 2. \_\_\_\_\_

Section	Comments (please use back of page for additional comments)
<b>Introduction</b> <i>Introduction, opening statement, confidence</i> _____ /5	
<b>Identification of Problem</b> <i>Effectively explaining the problem, including the relevant underlying facts of the situation described in the case</i> _____ /5	
<b>Situation Analysis</b> <i>SWOT: Internal Strengths and Weaknesses External Opportunities and Threats</i> _____ /15	
<b>Organizational Objectives</b>    _____ /5	
<b>Identification of Alternatives</b> <i>Listing and evaluating advantages and disadvantages</i>   _____ /15	
<b>Recommendations</b>    _____ /10	





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<b>Implementation Plan</b> <i>Plan of Action</i> _____ /10
<b>Question &amp; Answer</b> <i>Sound and practical responses</i> <i>Support of information and position</i> _____ /10
<b>Presentation Skills</b> <i>Clarity and enunciation of voice,</i> <i>professionalism (appearance,</i> <i>confidence, enthusiasm)</i> _____ /15
<b>Creativity</b> _____ /10
<b>Total Score</b> _____ / 100