



CELEBRATE 2017

WITH ALGONQUIN COLLEGE AND OCMC



Marketing Research Case

The *Marketing Research* case challenges students to think creatively and strategically in a time constrained situation. 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 research proposal.

The Case Scenario

The students will know nothing about the situation or the client company, before they enter the prep room. They will have 30 minutes to familiarize themselves with the situation, identify the research needs and develop a research proposal accordingly. Typically the situation will call for a comprehensive research design, i.e. one that includes more than one research method.

Within the scenario of the case, it will be assumed that the research team has not yet met you, but has received a communication outlining your situation.

General Judging Considerations

The students' role in this case is to present a research proposal. They should be able to identify the research problem as part of the Background, and outline the specific information needs as Research Objectives. They will recommend a research plan, which outlines the method(s) and describes the sample population for each method. Students should be able to discuss their plan using industry standard terminology.

Event Objectives

To demonstrate the students' ability to:

- Develop a research proposal
- Present the proposal in a convincing manner

Eligibility

- 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.



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Student Preparation

- Participants should familiarize themselves with the evaluation criteria. Please refer to the **case evaluation** form for details.
- 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.
- 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

- 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

- Judges are to ask questions of the students (challenge the students) at the end of each presentation.



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- 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

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

Event Scoring

1 st Place	10 points
2 nd Place	8 points
3 rd Place	6 points
4 th Place	4 points
5 th Place	2 points



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Marketing Research Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
Introduction <div style="text-align: right;">/5</div>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Keep in mind that it is assumed that you have not met the research team before.
Background Including identification of problem or opportunity <div style="text-align: right;">/10</div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	The students will already have an understanding of the situation from the brief that you would have sent them. They should be able to correctly identify the research problem.
Research Objectives <div style="text-align: right;">/20</div>	18-20 excellent 14-17 good 10-13 satisfactory 0-9 below expectation	The research team will outline the specific information needs.
Research Methodologies <div style="text-align: right;">/20</div>	18-20 excellent 14-17 good 10-13 satisfactory 0-9 below expectation	Generally, the case will involve a situation for which multiple research methods might be appropriate, allowing for a thorough research plan.
Sample Description <div style="text-align: right;">/10</div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	The sample population should be described for each research method.
Implementation Plan <i>Plan of Action</i> <div style="text-align: right;">/5</div>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	The plan should be realistic, in terms of budget, timing and sequencing of the research methods, based on the size of the organization and the significance of the problem/opportunity.
Question & Answer <i>Sound and practical responses</i> <i>Support of information and position</i> <div style="text-align: right;">/10</div>	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>
Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i> <div style="text-align: right;">/15</div>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	Judges will also evaluate accuracy and quality of the PowerPoint slides.



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Creativity	/5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Although creativity is judged as a separate category, it is assumed that creativity can be employed in all parts of the presentation.
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OCMC Evaluation Form: Marketing Research Case Study

College Name: _____

Student Presenters: 1. _____ 2. _____

Section	Comments (please use back of page for additional comments)
Introduction _____ /5	
Background <i>Including identification of problem or opportunity</i> _____ /10	
Research Objectives _____ /20	
Research Methodologies _____ /20	
Sample Description _____ /10	
Implementation Plan <i>Plan of Action</i> _____ /5	



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<p>Question & Answer</p> <p><i>Sound and practical responses</i></p> <p><i>Support of information and position</i></p> <p>_____ /10</p>
<p>Presentation Skills</p> <p><i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i></p> <p>_____ /15</p>
<p>Creativity</p> <p>_____ /5</p>
<p>Total Score</p> <p>_____ / 100</p>