

# Ontario Colleges' Marketing Competition

Fanshawe College | November 15-16, 2018



## International Marketing Case

The *International Marketing Case* challenges students to think creatively and strategically in a time constrained situation. As a judge in this event, your role is to assume the role of the company management described in the case scenario and evaluate how effectively each team presents their case analysis and recommendations to address the issues raised in the case study.

## The Case Scenario

The students competing in this event will be expecting the case scenario to be of an international expansion nature, however, the students will not be given advance information about the company or industry the case scenario is based on. The case scenario will focus on key considerations facing a corporation looking to expand outside of its current country of operation, usually Canada. Corporations could also be considering making changes to its current International strategy. The intent of the scenario is to address the realistic challenges involved in globalization, and as such, may present a problem relating to identifying a suitable target market, product or operational changes required, financial considerations, entry strategies, or how to compete effectively in the new market.

## General Judging Considerations

The students' role in this event is to present a recommendation on an International Marketing initiative. They should be able to identify the problem or opportunity the corporation is facing, and clearly describe the environment that the company is operating within (SWOT analysis). They will offer 3 solid alternatives, and make a recommendation, including a clear implementation plan. Students should be able to discuss their plan using industry standard terminology.

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

## Event Objectives

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

- 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

- 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.
- 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 <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

## International Marketing Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
<b>Introduction</b> <i>Introduction, opening statement, confidence</i> /5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Keep in mind that it is assumed that you have not met the International Marketing team before.
<b>Identification of Problem</b> <i>Effectively explaining the problem, including the relevant underlying facts of the situation described in the case</i> /5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	The students will already have an understanding of the situation from the brief they have received. They should be able to correctly identify the problem or opportunity the company faces.
<b>Situation Analysis</b> <i>SWOT: Internal Strengths and Weaknesses            External Opportunities and Threats</i> /15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	The team will clearly describe the Strengths and Weaknesses (Internal) and Opportunities and Threats (External) the company faces. They may also include any information that they consider appropriate based on the material provided in the case.
<b>Organizational Objectives</b> /5	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> /15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	3 solid, logical alternatives should be presented, with the advantages and disadvantages of each described.
<b>Recommendations</b> /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	The plan should be realistic, in terms of budget, current conditions and corporate competencies.
<b>Implementation Plan</b> <i>Plan of Action</i> /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	<b><i>Implementation should be realistic based on the activities, time, budget and resources available.</i></b>
<b>Question &amp; Answer</b> <i>Sound and practical responses            Support of information and position</i> /10	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>
<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: International Marketing Case Study**

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

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

<b>Section</b>	<b>Comments</b> (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> SWOT: <i>Internal Strengths and Weaknesses</i> <i>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	
<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, professionalism (appearance, confidence, enthusiasm)</i> _____ /15	
<b>Creativity</b> _____ /10	
<b>Total Score</b> _____ / 100	