



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.

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, smart watches, 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 **USB device**, lined paper, 2 ball point pens, and 2 pencils will be provided upon entry to the preparation room. The USB 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 USB, 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 st Place	10 points
2 nd Place	8 points
3 rd Place	6 points
4 th Place	4 points
5 th Place	2 points

Marketing Research Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
Introduction /5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Greeting, introduction of team and lead into the presentation. It is assumed that you have not met the research team before.
Background /10	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 /20	18-20 excellent 14-17 good 10-13 satisfactory 0 -9 below expectation	The research team will outline the specific information needs.
Research Methodologies /20	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 /10	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 /5	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 /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	5 minute Q&A period for the judges to ask questions or ask for clarification. The team should provide sound responses and be able to support the recommended strategy.
Presentation Skills /15	13-15 – excellent 10-12 – good 8-9 – satisfactory	Convey information clearly and project confidence and enthusiasm. Demonstrate professionalism in terms of demeanour and information presented on powerpoint slides.
Creativity /5	1-7 – below expectation 5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Although creativity is judged as a separate category, creativity can be employed in all parts of the presentation.

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 _____ /10	
Research Objectives _____ /20	
Research Methodologies _____ /20	
Sample Description _____ /10	
Implementation Plan _____ /5	
Question & Answer _____ /10	
Presentation Skills _____ /15	
Creativity _____ /5	
Total Score _____ / 100	