

OCMC Evaluation Form – Direct Marketing Case

College Name: _____

Student Presenters: 1. _____

Student Presenters: 2. _____

Section	Score	Comments
Introduction	_ out of 5	
Identification of Problem <i>Including identification of problem or opportunity</i>	_ out of 5	
Situation Analysis	_ out of 15	
Objectives	_ out of 5	
Alternatives: <i>Target Market(s)</i> <i>Offers/Incentives</i> <i>Message/Media</i>	_ out of 15	
Recommendations	_ out of 10	
Implementation Plan	_ out of 10	
Question & Answer <i>Sound and practical response</i> <i>Support of information and position</i>	_ out of 10	
Presentation Skills	_ out of 15	
Creativity	_ out of 10	
Total Score	_ out of 100	

Direct Marketing Judging Considerations

Section	Score/Possible	Judging Considerations
<p style="text-align: center;">Introduction</p> <p style="text-align: right;">Out of 5</p>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Keep in mind that it is assumed that you have not met the Direct Marketing team before.
<p style="text-align: center;">Identification of Problem <i>Including identification of problem or opportunity</i></p> <p style="text-align: right;">Out of 5</p>	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.
<p style="text-align: center;">Situation Analysis</p> <p style="text-align: right;">Out of 15</p>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	The team will clearly describe the Strengths and Weaknesses (Internal) and the Opportunities and Threats (External) the company faces.
<p style="text-align: center;">Objectives</p> <p style="text-align: right;">Out of 5</p>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Accurately identify the Objectives the organization hopes to achieve through the campaign.
<p style="text-align: center;">Alternatives: <i>Target Market(s), Offers/Incentives, Message/Media</i></p> <p style="text-align: right;">Out of 15</p>	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.
<p style="text-align: center;">Recommendations</p> <p style="text-align: right;">Out of 10</p>	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.
<p style="text-align: center;">Implementation Plan</p> <p style="text-align: right;">Out of 10</p>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
<p style="text-align: center;">Question & Answer <i>Sound and practical response, Support of information and position</i></p> <p style="text-align: right;">Out of 10</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 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>
<p style="text-align: center;">Presentation Skills</p> <p style="text-align: right;">Out of 15</p>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	Convey information clearly, with confidence and enthusiasm. Professional appearance and demeanor. Judges will also evaluate accuracy and quality of the PowerPoint slides.
<p style="text-align: center;">Creativity</p> <p style="text-align: right;">Out of 10</p>	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.