



## Marketing Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
<b>Introduction</b>       <b>/5</b>	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 team prior to the presentation.
<b>Identification of Problem</b>       <b>/5</b>	5 excellent 4 good 3 satisfactory 1-2 below expectation	Identification of the central problem or key issues that should be resolved based on the information provided in the case study.
<b>Situation Analysis</b>       <b>/15</b>	13-15 excellent 10-12 good 7-9 satisfactory 1-8 below expectation	Analysis of key internal strengths & weaknesses, and external opportunities & threats facing the organization and how these factors relate to the current situation.
<b>Objectives</b>       <b>/5</b>	5 excellent 4 good 3 satisfactory 1-2 below expectation	Identification of objectives in relation to the organization and the specific case scenario that the recommendation will hope to address.
<b>Alternatives</b>       <b>/15</b>	13-15 excellent 10-12 good 7-9 satisfactory 1-8 below expectation	Discussion of strategic options to address the problem or key issues at hand. Evaluation or comparison of the advantages and disadvantages of each option.
<b>Recommendations</b>       <b>/10</b>	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation	Presentation of a recommended strategy that addresses the key problem/issues and objectives, and is feasible in terms of current conditions, budget and resources.
<b>Implementation Plan</b>       <b>/10</b>	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation	Provide an action plan that outlines the specific details of how the recommended strategy will be executed in terms of activities, timing, and resources.
<b>Question &amp; Answer</b>       <b>/10</b>	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.
<b>Presentation Skills</b>       <b>/15</b>	13-15 excellent 10-12 good 7-9 satisfactory 1-8 below expectation	Convey information clearly and project confidence and enthusiasm. Demonstrate professionalism in terms of demeanour and information presented on powerpoint slides.
<b>Creativity</b>       <b>/10</b>	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation	Creativity in development of strategy and implementation details and the overall presentation itself. Although creativity is judged as a separate category, creativity can be employed in all parts of the presentation.