

OCMC Evaluation Form: Marketing Research Case Study

College Name: _____

Student Presenters: 1. _____

Student Presenters: 2. _____

Section	Score	Comments (please use back of page for additional comments)
Introduction	_ out of 5	
Background <i>Including identification of problem or opportunity</i>	_ out of 10	
Research Objectives	_ out of 20	
Research Methodologies	_ out of 20	
Sample Description	_ out of 10	
Implementation Plan <i>Plan of Action</i>	_ out of 5	
Question & Answer <i>Sound and practical responses Support of information and position</i>	_ out of 10	
Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i>	_ out of 15	
Creativity	_ out of 5	
Total Score	_ out of 100	

Marketing Research Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
Introduction Out of 5	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 Out of 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 Out of 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 Out of 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 Out of 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 <i>Plan of Action</i> Out of 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 <i>Sound and practical responses</i> <i>Support of information and position</i> Out of 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>
Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i> Out of 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.
Creativity Out of 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.