## 

OCMC Evaluation Form: Advanced Marketing Strategy Case

Section	Comments
Introduction	
/5	
Identification of Problem	
/5	
Situation Analysis	
/15	
Objectives	
/5	
Identification of Options	
14.5	
/15 Recommendations	
Recommendations	
/10	
Implementation Plan	
,,,	
/10	
Question & Answer	
/10	
Presentation Skills	
/A E	
Croativity	
Creativity	
/10	
Total Score	
/ 100	

## **Advanced Marketing Strategy Case - Judging Considerations**

Section	Score/Possible	Judging Considerations
Introduction	5 excellent	Greeting, introduction of team and lead into the
	4 good	presentation. It is assumed that you have not met the
	3 satisfactory	team prior to the presentation.
/5	•	
Identification of Problem	5 excellent	Identification of the central problem or key issues that
	4 good	should be resolved based on the information provided in
	3 satisfactory	the case study.
/5	1-2 below expectation	
Situation Analysis	13-15 excellent	Analysis of key internal strengths & weaknesses, and
-	10-12 good	external opportunities & threats facing the organization
	7-9 satisfactory	and how these factors relate to the current situation.
/15	1-8 below expectation	
Objectives	5 excellent	Identification of objectives in relation to the organization
	4 good	and the specific case scenario that the recommendation
	3 satisfactory	will hope to address.
/5	1-2 below expectation	
Alternatives	13-15 excellent	Discussion of strategic options to address the problem
	10-12 good	or key issues at hand. Evaluation or comparison of the
	7-9 satisfactory 1-8 below expectation	advantages and disadvantages of each option.
/15	'	
Recommendations	9-10 excellent	Presentation of a recommended strategy that addresses
	7-8 good	the key problem/issues and objectives, and is feasible in
	5-6 satisfactory	terms of current conditions, budget and resources.
/10	1-4 below expectation	
Implementation Plan	9-10 excellent	Decided and the second
	7-8 good	Provide an action plan that outlines the specific details of
	5-6 satisfactory	how the recommended strategy will be executed in
	1-4 below expectation	terms of activities, timing, and resources.
/10	'	
Question & Answer	9-10 excellent	5 minute Q&A period for the judges to ask questions or
Question & Answer	7-8 good	ask for clarification. The team should provide sound
	5-6 satisfactory	responses and be able to support the recommended
	1-4 below expectation	strategy.
/10		
Presentation Skills	12 15 overallant	Convey information clearly and project confidence and
FIESCHIAUUH SKIIIS	13-15 excellent 10-12 good	enthusiasm. Demonstrate professionalism in terms of
	7-9 satisfactory	demeanour and information presented on powerpoint
	1-8 below expectation	slides.
/15		
	0.40	One attribute the development of state to the state of th
Creativity	9-10 excellent	Creativity in development of strategy and implementation
	7-8 good	details and the overall presentation itself. Although creativity is judged as a separate category, creativity can
	5-6 satisfactory 1-4 below expectation	be employed in all parts of the presentation.
/10	1-4 Delow expectation	be employed in all parts of the presentation.
/10		