

Advanced Marketing Strategy Case - 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 team prior to the presentation.
Identification of Problem /5	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.
Situation Analysis /15	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.
Objectives /5	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.
Alternatives /15	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.
Recommendations /10	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.
Implementation Plan /10	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.
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 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.
Creativity /10	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.