# OCMC Evaluation Form – Direct Marketing Case

College Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Presenters 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student Presenters 2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

# Direct Marketing Judging Considerations

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| **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 Direct Marketing team before. |
| **Identification of Problem**  *Including identification of problem or opportunity*  Out of 5 | 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. |
| **Situation Analysis** Out of 15 | 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. |
| **Objectives**  Out of 5 | 5 – excellent  4 – good  3 – satisfactory  1-2 below expectation | Accurately identify the Objectives the organization hopes to achieve through the campaign. |
| **Alternatives:**  *Target Market(s),*  *Offers/Incentives,*  *Message/Media*  Out of 15 | 13-15 – excellent  10-12 – good  8-9 – satisfactory  1-7 – below expectation | Offer solid, logical alternatives with the advantages and disadvantages of each described, then select one to recommend to the client. |
| **Recommendations**  Out of 10 | 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. |
| **Implementation Plan** Out of 10 | 9-10 – excellent  7-8 – good  5-6 – satisfactory  1-4 – below expectation |  |
| **Question & Answer**  *Sound and practical response,*  *Support of information and position*  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 if they do not it would be appropriate to ask questions at the end.    *Please note: The students will have 15 minutes for their presentation. There will then be 5 minutes for any questions.* |
| **Presentation Skills** Out of 15 | 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 evaluation accuracy and quality of the PowerPoint slides. |
| **Creativity**  Out of 10 | 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. |