# 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.   |