**OCMC Evaluation Form – Integrated Marketing Communications Case Study**

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

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

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| **Section**  | **Score**  | **Comments**  |
| **Introduction**  | \_ out of 5  |   |
| **Situation Analysis** *Market, competitor and consumer analysis*  | \_ out of 10  |   |
| **Overall Objectives** *Identification of key issue or what is to be accomplished* *overall*  | \_ out of 5  |   |
| **IMC Objectives** *Clear identification of what is to be achieved through marketing* *communications*  | \_ out of 10  |   |
| **IMC Strategies** *Clear identification and justification of IMC components* *recommended*  | \_ out of 20  |   |
| **IMC Execution** *Plan details: what, when, where, how much?*  | \_ out of 15  |   |
| **Question & Answer** *Sound and practical responses* *Support of information and position*  | \_ out of 10  |   |
| **Presentation Skills** *Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)*  | \_ out of 15  |   |
| **Creativity**  | \_ out of 10  |   |
| **Total Score**  | \_ out of /100  |   |

**Integrated Marketing Communications (IMC) Case Study Judging Considerations**

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| **Section**  | **Score/Possible**  | **Judging Considerations**  |
| **Introduction** Out of 5 | 5 – excellent 4 – good 3 – satisfactory1-–2 below expectations  | Keep in mind that it is assumed that you have not met the Integrated Marketing Communications (IMC) team before.  |
| **Situation Analysis** *Market, competitor and consumer analysis* 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 case that you would have sent them a week in advance. They should be able to summarize key points and provide further insight into the market, and/or competitor, and/or consumer analysis.  |
| **Overall Objectives** Identification of key issue or what *is to be accomplished overall* Out of 5 | 5 – excellent 4 – good 3 – satisfactory 1-2 below expectation   | The IMC team will outline the specific business challenge(s).  |
| **IMC Objectives** *Clear identification of what is to be achieved through marketing communications* Out of 10 | 9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation   | Generally, the case will involve a situation for which multiple IMC objectives might be appropriate, allowing for a thorough IMC plan.  |
| **IMC Strategies** *Clear identification and justification of IMC components recommended* Out of 20  | 18-20 excellent 14-17 good 10-13 satisfactory  0 -9 below expectation  | Clarity for selection of various IMC components and how they will support achievement of the above mentioned objectives.  |
| **IMC Execution** *Plan details: what, when, where, how much?* Out of 15 | 13-15 – excellent 10-12 – good  8-9 – satisfactory 1-7 – below expectation   | The plan should be realistic, in terms of budget, timing and sequencing of the IMC components, based on the size and positioning of the organization.   |
| **Question & Answer** *Sound and practical responses* *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 even 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** *Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)* Out of 15 | 13-15 – excellent 10-12 – good  8-9 – satisfactory 1-7 – below expectation  |  Judges will also evaluate accuracy and quality of presentation support used (e.g. 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.   |