**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 – satisfactory  1-–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. |