**OCMC Evaluation Form: International Marketing Case Study**

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

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

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| **Section** | **Score** | **Comments**  (please use back of page for additional comments) |
| ***Introduction***  *Introduction, opening statement, confidence* | \_out of 5 |  |
| **Identification of Problem**  *Effectively explaining the problem, including the relevant underlying facts of the situation described in the case* | \_out of 5 |  |
| **Situation Analysis**  *SWOT:*  *Internal Strengths and Weaknesses External Opportunities and Threats* | \_out of 15 |  |
| **Organizational Objectives** | \_out of 5 |  |
| **Identification of Alternatives**  *Listing and evaluating advantages and disadvantages* | \_out of 15 |  |
| **Recommendations** | \_out of 10 |  |
| **Implementation Plan**  *Plan of Action* | \_out of 10 |  |
| **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 |  |

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|  | **International Marketing 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 expectation | Keep in mind that it is assumed that you have not met the International 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 Opportunities and Threats (External) the company faces. They may also include any information that they consider appropriate based on the material provided in the case. |
| **Organizational**  **Objectives**  /Out of 5 | 5 – excellent  4 – good  3 – satisfactory  1-2 below expectation | Accurate identification for the outcomes the organization hopes to accomplish through the proposed plan. |
| **Identification of** **Alternatives**  /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**  *Plan of Action*  /Out of 10 | 9-10 – excellent  7-8 – good  5-6 – satisfactory  1-4 – below expectation |  |
| **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 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. |