**OCMC Evaluation Form: Marketing Case**

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

**Student Presenters: 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Section** | **Comments** |
| **Introduction**  **/5** |  |
| **Identification of Problem**  /**5** |
| **Situation Analysis**  **/15** |
| **Objectives**  **/5** |
| **Identification of Alternatives**  **/15** |
| **Recommendations**  **/10** |
| **Implementation Plan**  **/10** |
| **Question & Answer**  **/10** |
| **Presentation Skills**  **/15** |
| **Creativity**  **/10** |
| **Total Score**  **/ 100** |

**Marketing Case Study Judging Considerations**

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| **Section** |  | **Score/Possible** | **Judging Considerations** |
| **Introduction** | **/5** | 5 excellent  4 good  3 satisfactory  1-2 below expectation | Greeting, introduction of team and lead into the presentation. It is assumed that you have not met the team prior to the presentation. |
| **Identification of Problem** | **/5** | 5 excellent  4 good  3 satisfactory  1-2 below expectation | Identification of the central problem or key issues that should be resolved based on the information provided in the case study. |
| **Situation Analysis** | **/15** | 13-15 excellent  10-12 good  7-9 satisfactory  1-8 below expectation | Analysis of key internal strengths & weaknesses, and external opportunities & threats facing the organization and how these factors relate to the current situation. |
| **Objectives** | **/5** | 5 excellent  4 good  3 satisfactory  1-2 below expectation | Identification of objectives in relation to the organization and the specific case scenario that the recommendation will hope to address. |
| **Alternatives** | **/15** | 13-15 excellent  10-12 good  7-9 satisfactory  1-8 below expectation | Discussion of solid, logical alternatives with the advantages and disadvantages of each described, then selection of one to recommend to the client. |
| **Recommendations** | **/10** | 9-10 excellent  7-8 good  5-6 satisfactory  1-4 below expectation | Presentation of a recommended strategy that addresses the key problem/issues and objectives, and is feasible in terms of current conditions, budget and resources. |
| **Implementation Plan** | **/10** | 9-10 excellent  7-8 good  5-6 satisfactory  1-4 below expectation | Provide an action plan that outlines the specific details of how the recommended strategy will be executed in terms of activities, timing, and resources. |
| **Question & Answer** | **/10** | 9-10 excellent  7-8 good  5-6 satisfactory  1-4 below expectation | 5 minute Q&A period for the judges to ask questions or ask for clarification. The team should provide sound responses and be able to support the recommended strategy. |
| **Presentation Skills** | **/15** | 13-15 excellent 10-12 good  7-9 satisfactory  1-8 below expectation | Convey information clearly and project confidence and enthusiasm. Demonstrate professionalism in terms of demeanour and information presented on powerpoint slides. |
| **Creativity** | **/10** | 9-10 excellent  7-8 good  5-6 satisfactory  1-4 below expectation | Creativity in development of strategy and implementation details and the overall presentation itself. Although creativity is judged as a separate category, creativity can be employed in all parts of the presentation. |