**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. |