# OCMC Evaluation Form: Marketing Research 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** | \_ out of 5 |  |
| **Background**  *Including identification of problem or opportunity* | \_ out of 10 |  |
| **Research Objectives** | \_ out of 20 |  |
| **Research Methodologies** | \_ out of 20 |  |
| **Sample Description** | \_ out of 10 |  |
| **Implementation Plan**  *Plan of Action* | \_ out of 5 |  |
| **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 5 |  |
| **Total Score** | \_ out of 100 |  |

# Marketing Research 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 research team before. |
| **Background**  Including identification of problem or opportunity  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 brief that you would have sent them. They should be able to correctly identify the research problem. |
| **Research Objectives** Out of 20 | 18-20 excellent  14-17 good  10-13 satisfactory  0 -9 – below expectation | The research team will outline the specific information needs. |
| **Research Methodologies**  Out of 20 | 18-20 excellent  14-17 good  10-13 satisfactory  0 -9 – below expectation | Generally, the case will involve a situation for which multiple research methods might be appropriate, allowing for a thorough research plan. |
| **Sample Description** Out of 10 | 9-10 – excellent  7-8 – good  5-6 – satisfactory  1-4 – below expectation | The sample population should be described for each research method. |
| **Implementation Plan**  *Plan of Action*  Out of 5 | 5 – excellent  4 – good  3 – satisfactory  1-2 – below expectation | The plan should be realistic, in terms of budget, timing and sequencing of the research methods, based on the size of the organization and the significance of the problem/opportunity. |
| **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 5 | 5 – excellent  4 – good  3 – satisfactory  1-2 – below expectation | Although creativity is judged as a separate category, it is assumed that creativity can be employed in all parts of the presentation. |