# 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.   |