

OCMC Evaluation Form – Integrated Marketing Communications Case Study

College Name: _____

Student Presenters 1: _____ Student Presenters 2: _____

Section	Score	Comments
Introduction	_ out of 5	
Situation Analysis <i>Market, competitor and consumer analysis</i>	_ out of 10	
Overall Objectives <i>Identification of key issue or what is to be accomplished overall</i>	_ out of 5	
IMC Objectives <i>Clear identification of what is to be achieved through marketing communications</i>	_ out of 10	
IMC Strategies <i>Clear identification and justification of IMC components recommended</i>	_ out of 20	
IMC Execution <i>Plan details: what, when, where, how much?</i>	_ out of 15	
Question & Answer <i>Sound and practical responses</i> <i>Support of information and position</i>	_ out of 10	
Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i>	_ out of 15	
Creativity	_ out of 10	
Total Score	_ out of /100	

Integrated Marketing Communications (IMC) Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
Introduction Out of 5	5 – excellent 4 – good 3 – satisfactory 1–2 below expectations	Keep in mind that it is assumed that you have not met the Integrated Marketing Communications (IMC) team before.
Situation Analysis <i>Market, competitor and consumer analysis</i> 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 case that you would have sent them a week in advance. They should be able to summarize key points and provide further insight into the market, and/or competitor, and/or consumer analysis.
Overall Objectives Identification of key issue or what is to be accomplished overall Out of 5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	The IMC team will outline the specific business challenge(s).
IMC Objectives <i>Clear identification of what is to be achieved through marketing communications</i> Out of 10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	Generally, the case will involve a situation for which multiple IMC objectives might be appropriate, allowing for a thorough IMC plan.
IMC Strategies <i>Clear identification and justification of IMC components recommended</i> Out of 20	18-20 excellent 14-17 good 10-13 satisfactory 0-9 below expectation	Clarity for selection of various IMC components and how they will support achievement of the above mentioned objectives.
IMC Execution <i>Plan details: what, when, where, how much?</i> Out of 15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	The plan should be realistic, in terms of budget, timing and sequencing of the IMC components, based on the size and positioning of the organization.
Question & Answer <i>Sound and practical responses. Support of information and position</i> 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. <i>Please note: the students will have 15 minutes for their presentation. There will then be 5 minutes for any questions.</i>
Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i> Out of 15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	Judges will also evaluate accuracy and quality of presentation support used (e.g. 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.