

OCMC Evaluation Form: International Marketing Case Study

College Name: _____

Student Presenters 1: _____ Student Presenters 2: _____

Section	Score	Comments (please use back of page for additional comments)
Introduction <i>Introduction, opening statement, confidence</i>	_out of 5	
Identification of Problem <i>Effectively explaining the problem, including the relevant underlying facts of the situation described in the case</i>	_out of 5	
Situation Analysis <i>SWOT: Internal Strengths and Weaknesses External Opportunities and Threats</i>	_out of 15	
Organizational Objectives	_out of 5	
Identification of Alternatives <i>Listing and evaluating advantages and disadvantages</i>	_out of 15	
Recommendations	_out of 10	
Implementation Plan <i>Plan of Action</i>	_out of 10	
Question & Answer <i>Sound and practical responses 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	

International Marketing Case Study – Judging Considerations

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 International Marketing team before.
Identification of Problem <i>Including identification of problem or opportunity</i> /Out of 5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	The students will already have an understanding of the situation from the brief they have received. They should be able to correctly identify the problem or opportunity the company faces.
Situation Analysis /Out of 15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	The team will clearly describe the Strengths and Weaknesses (Internal) and Opportunities and Threats (External) the company faces. They may also include any information that they consider appropriate based on the material provided in the case.
Organizational Objectives /Out of 5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Accurate identification for the outcomes the organization hopes to accomplish through the proposed plan.
Identification of Alternatives /Out of 15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	Offer solid, logical alternatives with the advantages and disadvantages of each described, then select one to recommend to the client.
Recommendations /Out of 10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	The plan should be realistic, in terms of budget, current conditions and corporate competencies.
Implementation Plan <i>Plan of Action</i> /Out of 10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
Question & Answer <i>Sound and practical responses</i> <i>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 the 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.

