

OCMC Evaluation Form: Marketing Case

College Name: _____

Student Presenters: 1. _____ 2. _____

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

Section	Score/Possible	Judging Considerations
Introduction	5 excellent 4 good 3 satisfactory 1-2 below expectation /5	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 excellent 4 good 3 satisfactory 1-2 below expectation /5	Identification of the central problem or key issues that should be resolved based on the information provided in the case study.
Situation Analysis	13-15 excellent 10-12 good 7-9 satisfactory 1-8 below expectation /15	Analysis of key internal strengths & weaknesses, and external opportunities & threats facing the organization and how these factors relate to the current situation.
Objectives	5 excellent 4 good 3 satisfactory 1-2 below expectation /5	Identification of objectives in relation to the organization and the specific case scenario that the recommendation will hope to address.
Alternatives	13-15 excellent 10-12 good 7-9 satisfactory 1-8 below expectation /15	Discussion of solid, logical alternatives with the advantages and disadvantages of each described, then selection of one to recommend to the client.
Recommendations	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation /10	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	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation /10	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	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation /10	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	13-15 excellent 10-12 good 7-9 satisfactory 1-8 below expectation /15	Convey information clearly and project confidence and enthusiasm. Demonstrate professionalism in terms of demeanour and information presented on powerpoint slides.
Creativity	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation /10	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.

