

OCMC Evaluation Form: Marketing Research Case Study

College Name: _____

Student Presenters: 1. _____

Student Presenters: 2. _____

Section	Score	Comments (please use back of page for additional comments)
Introduction	_ out of 5	
Background <i>Including identification of problem or opportunity</i>	_ out of 10	
Research Objectives	_ out of 20	
Research Methodologies	_ out of 20	
Sample Description	_ out of 10	
Implementation Plan <i>Plan of Action</i>	_ out of 5	
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 5	
Total Score	_ out of 100	

Marketing Research Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
<p>Introduction</p> <p>Out of 5</p>	<p>5 – excellent 4 – good 3 – satisfactory 1-2 – below expectation</p>	<p>Keep in mind that it is assumed that you have not met the research team before.</p>
<p>Background Including identification of problem or opportunity</p> <p>Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	<p>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.</p>
<p>Research Objectives</p> <p>Out of 20</p>	<p>18-20 excellent 14-17 good 10-13 satisfactory 0 -9 – below expectation</p>	<p>The research team will outline the specific information needs.</p>
<p>Research Methodologies</p> <p>Out of 20</p>	<p>18-20 excellent 14-17 good 10-13 satisfactory 0 -9 – below expectation</p>	<p>Generally, the case will involve a situation for which multiple research methods might be appropriate, allowing for a thorough research plan.</p>
<p>Sample Description</p> <p>Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	<p>The sample population should be described for each research method.</p>
<p>Implementation Plan <i>Plan of Action</i></p> <p>Out of 5</p>	<p>5 – excellent 4 – good 3 – satisfactory 1-2 – below expectation</p>	<p>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.</p>
<p>Question & Answer <i>Sound and practical responses</i> <i>Support of information and position</i></p> <p>Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	<p>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.</p> <p><i>Please note: the students will have 15 minutes for their presentation. There will then be 5 minutes for any questions.</i></p>
<p>Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i></p> <p>Out of 15</p>	<p>13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation</p>	<p>Judges will also evaluate accuracy and quality of the PowerPoint slides.</p>
<p>Creativity</p> <p>Out of 5</p>	<p>5 – excellent 4 – good 3 – satisfactory 1-2 – below expectation</p>	<p>Although creativity is judged as a separate category, it is assumed that creativity can be employed in all parts of the presentation.</p>