

Marketing Performance Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the case study and defines problem(s) to be solved	No description or case study synopsis provided no problems defined	Describes and provides case study synopsis OR defines the problem(s)	Describes and provides case study synopsis AND defines the problem(s)	Demonstrates expertise of case study synopsis AND definition of the problem(s)	
	0	1-5	6-10	11-15	
Identifies alternatives and the pro(s) and con(s) of each	No alternatives identified	Alternative(s) given but pro(s) and/or con(s) are not analyzed	At least two alternatives given and pro(s) and con(s) are analyzed	Multiple alternatives given and multiple pros and cons analyzed for each	
	0	1-7	8-14	15-20	
Identifies logical solution and aspects of implementation	No solution identified	Solution provided, but implementation plan not developed	Logical solution and implementation plan provided and developed	Feasible solution and implementation plan developed and necessary resources identified	
	0	1-7	8-14	15-20	
Demonstrates knowledge and understanding of the event competencies: Basic marketing fundamentals/economics/selling and merchandising/channels of distribution/marketing, information research, and planning/promotion and advertising media/legal, ethical, and social marketing aspects/e-commerce	No competencies demonstrated	One or two competencies are demonstrated	Three competencies are demonstrated	Four or more competencies are demonstrated	
	0	1-7	8-14	15-20	

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared	Presenter(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence, statements were well organized	
	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenters did not demonstrate self confidence	Presenters maintained eye contact and poise	Presenters had strong eye contact, poise, and had strong voice projection	Entire team demonstrated confidence, poise, and good voice projection	
	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0	1-3	4-7	8-10	
Performance Subtotal (100 max)					

Penalty Points (Mark all that apply)

Dress Code not followed	-5	Event Guidelines not followed	-5	Total Penalty	-
					Performance Total (80%)
					Objective Test Score (20%)
					Grand Total

School: _____

Names _____

Judge's Signature: _____ Date _____

Judge's Comments: _____