

HIGH SCHOOL - MARKETING

Performance Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	1-5	○	6-10	○	11-15	○		
Demonstrates understanding of the case study and defines problem(s) to be solved	0	○	1-5	○	6-10	○	11-15	○		
Identifies alternatives and the pro(s) and con(s) of each	0	○	1-7	○	8-14	○	15-20	○		
Identifies logical solution and aspects of implementation	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	0	○	1-7	○	8-14	○	15-20	○		

Delivery Skills

Statements are well-organized and clearly stated	0	○	1-3	○	4-7	○	8-10	○			
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	○	1-2	○	3-4	○	5	○			
Demonstrates the ability to effectively answer questions	0	○	1-3	○	4-7	○	8-10	○			
Performance Subtotal (100 max)											

Penalty Points (Mark all that apply)

Dress Code not followed	-5	○	Deduct 5 points for each instance of guidelines not being followed	-	○	Total Penalty	-	
Grand Total								
Objective Test Score (to be used in the event of a tie)								

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____