



## Global Marketing Team (60)

TEAM NUMBER \_\_\_\_\_

### RATING SHEET – COMPLETE ONE PER TEAM

#### PRESENTATION SCORE

Judge 1 (140 points) \_\_\_\_\_

Judge 2 (140 points) \_\_\_\_\_

Judge 3 (140 points) \_\_\_\_\_

Total Judges Points \_\_\_\_\_

Divided by # of judges \_\_\_\_\_

**AVERAGE OF PRESENTATION SCORES** \_\_\_\_\_ (140 maximum)

**TOTAL SPECIFICATION SCORE** \_\_\_\_\_ (30 maximum)

#### TOTAL TECHNICAL SCORES

Judge 1 (220 points) \_\_\_\_\_

Judge 2 (220 points) \_\_\_\_\_

Judge 3 (220 points) \_\_\_\_\_

Total Judges Points \_\_\_\_\_

Divided by # of Judges \_\_\_\_\_

**AVERAGE OF TECHNICAL SCORES** \_\_\_\_\_ (220 maximum)

**TOTAL SCORE** \_\_\_\_\_ (390 maximum)

**RANK**



## Global Marketing Team (60)

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Evaluation of written marketing plan	Below Average	Average	Good	Excellent	Points Awarded
Synopsis or mini-plan for business	1-5	6-10	11-15	16-20	
Company goals	1-5	6-10	11-15	16-20	
Description of customer needs	1-5	6-10	11-15	16-20	
Description of pricing strategy	1-5	6-10	11-15	16-20	
Competition	1-5	6-10	11-15	16-20	
Marketing mix	1-5	6-10	11-15	16-20	
Economic, social, legal, technological trends	1-5	6-10	11-15	16-20	
Human resources requirements	1-5	6-10	11-15	16-20	
Marketing timeline	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL SCORE (220 maximum)</b>					



## Global Marketing Team (60)

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Presentation Scoring Rubric

Evaluation of oral presentation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Contribution by all team members	1-5	6-10	11-15	16-20	
Quality of problem solution	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
Supporting documentation	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION SCORE (140 points maximum)</b>					

**Presentation will be stopped at 10 minutes.**

#### Specification Points

SPECIFICATION POINTS: All points or none are awarded per team, not per judge	Points Earned
Presented plan and supporting documentation along with the Team Entry Form at presentation check-in.	10
All registered team members are in attendance for entire event	10
Plan uses the correct format for Title Page, Table of Contents and Marketing Plan according to the Style & Reference Manual	10
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>	



## Global Marketing Team (60)

### JUDGE'S COMMENTS

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**