

HSMAI Foundation Global Collegiate Marketing Case Competition - Evaluation Criteria

Criteria	Standards					Rating
	(20–18)	(17.5–16)	(15.5–14)	(13.5–12)	(11.5–0)	
Understanding of the organization's situation	Uses comprehensive sources including specialize literature/data, demonstrates mastery of the situation.	Uses broad sources including specialize literature/data, demonstrates a correct and detailed understanding of the situation.	Uses general sources including specialized literature/data, demonstrates a correct understanding of the situation.	Uses general sources, demonstrates a correct but limited understanding of the situation.	Uses inappropriate or limited sources, demonstrates an incorrect or shallow understanding of the situation.	/20
Critical analysis of the organization's operating environment	Evident of high-level thinking with the analysis of the organization's operating environment. Identified opportunities or problems are very relevant.	Analysis shows critical thinking in relation to the organization's operating environment. Relevant opportunities or problems identified.	Some parts lack evidence of critical thinking. Identified opportunities or problems are inconsistently linked to the environmental analysis.	Information is presented with little analysis of the organization's operating environment. Linkage between operating environment and identified opportunities or problems is poor.	There is no analysis evident in the report just presentation of facts and information collected. Irrelevant or unclear opportunities or problems identified.	/20
Application of theory and fact-based evidence to support recommended marketing strategies	The identified marketing strategies are extremely relevant to the proposed problems/opportunities, and closely backed by appropriate theories to justify the recommendations	The identified marketing strategies are relevant to the proposed problems/opportunities. There are theories to justify decisions but others of equal or greater relevance could have been utilized in formulating the recommendations	The identified marketing strategies are relevant to the proposed problems/opportunities. There are insufficient theories to justify decisions or better alternatives could have been utilized in formulating the recommendations	The identified marketing strategies lack relevance to the proposed problems/opportunities. Poor linkage between the theories presented to justify the recommendations.	The identified marketing strategies are not related to the proposed problems/opportunities. The chosen theories are not at all appropriate to justify the recommendations.	/20
Purpose and Expression in the presentation	Comprehensively addresses submission requirements and expresses ideas in a clear, compelling and insightful manner. The presentation is extremely persuasive with respect to the strategies presented.	Competently addresses submission requirements and expresses ideas in a clear and interesting manner. The presentation exhibits persuasive qualities with respect to the strategies presented.	Addresses submission requirements with consistency and expresses ideas in a clear manner. The quality of information detracted from the persuasiveness of the suggested strategies	Addresses most requirements but with varying degrees of consistency and expresses ideas in a somewhat clear manner. The presentation was not persuasive with respect to pursuing the identified strategies.	Either fails or minimally addresses report requirements and expresses ideas with no or little clarity. The presentation was not at all convincing.	/20
Presentation skills, effective use of visual aids	Presenters are enthusiastic and constantly engage the audience via exceptional verbal and non-verbal communication skills; Presentation is interesting and well-paced. Slides/visual aids exhibit high professionalism and effectiveness	Presenters are able to engage the audience via appropriate verbal and non-verbal communication skills; Presentation is interesting and well-paced. Slides/ visual aids exhibit satisfactory professionalism and effectiveness	Presenters use appropriate verbal and non-verbal communication skills; Presentation is somewhat interesting and managed at an acceptable pace. Slides/visual aids exhibit moderate professionalism and effectiveness	Presenters use appropriate verbal and non-verbal communication skills, Presentation lacks engagement from the audience and poorly managed. Slides/visual aids need significant improvement.	Presenters exhibit some verbal and non-verbal communication skills, Presentation lacks engagement from the audience and poorly managed. Slides/visual aids are not effective nor professional.	/20