

DECISION MAKING – MARKETING

SPECIFICATIONS:

1. The contestant will assume the role of a responsible employee who must solve a case study involving a marketing problem.
2. The contestant will be given 10 minutes to read and formulate appropriate recommendations before being interviewed by judges to elicit their recommendations and rationale.
3. Interviews will be a maximum of 10 minutes long.
4. Computers may NOT be used in this event.

ENTRIES:

The number of entries is based on the annual regional quota.

INSTRUCTIONS TO THE JUDGES:

All materials including notes and the original case study should be collected before each contestant leaves the competitive event room.

DECISION MAKING MARKETING

Competitive Event Rating Sheet

<u>Judging Area</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>
1 Problem Identification (student's ability to isolate and identify problems) 20 points	0-4	5-9	10-14	15-20
Rationale (use of facts given in case study including use of following problem solving steps):				
2 Identify problem- 5 points	0-1	2-3	4	5
3 State facts- 5 points	0-1	2-3	4	5
4 Develop possible solutions - 10 points	0-1	2-4	5-7	8-10
5 Contrast advantages & disadvantages of each solution - 10 points	0-1	2-4	5-7	8-10
6 Make recommendations-5 points	0-1	2-3	4	5
7 Follow-up - 5 points	0-1	2-3	4	5
8 Recommendation - 20 points (consider logic of recommendation as well as thought process)	0-4	5-9	10-14	15-20
9 Presentation - 20 points (communication skills including organization of thought & professional attire)	0-4	5-9	10-14	15-20

JUDGES ARE ENCOURAGED TO MAKE COMMENTS

