Case Competition Rubric and Scoring Outline

Round 1 Rubric

Judging Categories – A total of 100 Points:

- Situation Analysis – 20 Points Value:
  The situation analysis should demonstrate a thorough understanding of the situation facing the case sponsor in the desired markets, and should include a SWOT analysis or comparable alternative.
- Market Research - 20 Points Value:

Primary research pertaining to the project.

- Target Marketing, Positioning, Strategy and Objectives – 20 Points Value:
  Target markets should be sufficiently described and grounded in research. Product positioning and marketing strategy should be clearly articulated and flow logically from the situation analysis and market research. Objectives should be realistic and measurable.
- Marketing Tactics – 20 Points Value:
  As appropriate, the tactical implications should include an integrated marketing communications plan, pricing plan, media plan, etc. The tactical recommendations

should be a logical extension of the positioning and marketing strategy. Proposed timelines and budget should be included.

- Metrics—10 Points Value:
  Performance measures to be tracked and the benchmarks to be achieved should be identified, to determine if the proposed marketing strategy and tactics are successful.
- Presentation—10 Points Value:
  Proper use of grammar, spelling, punctuation, visual appeal, white space, etc.

Final Round Rubric

Judging Categories – A total of 100 Points:

- Case Setup and Research – 20 Points Value:
  Demonstrates a thorough understanding of the case challenge and provides a sufficient overview of the situation through primary and secondary research.
- Target Marketing, Positioning, Strategy and Objectives – 25 Points Value:
  Description of the target market(s) for the proposed marketing strategies. Development of positioning and overall strategy, as well as measurable objectives.
- Tactical Implementation – 25 Points Value:
  The tactical plan should be based on the research and situation analysis presented. Proposed timelines and budget effectively communicated.
- Metrics—10 Points Value:
  Identify the performance measures to be tracked and the benchmarks to be achieved to determine the success of the proposed marketing strategy and tactics.
- Presentation—20 Points Value:
  The presentation is professional in appearance and engaging. Presenters can effectively address the judges' questions.