Marketing Strategy Competition Judging Rubric
Round 1 and Finals

Judges will use the following judging criteria and will issue teams up to 40 points.

Experience in organizing and presenting a professional business strategy pitch to a client (Up to 4 Points)

Organize & Presence	**Developing (0 to 1 Points)**	**Proficient (2 to 3 Points)**	**Exemplary (4 Points Max)**
	Missing three criteria or did not present professional strategy	Missing one or two criteria	All criteria met
• Well-organized and easy to follow • Engaged the audience; Designed to lead the audience through the team's reasoning behind the idea • Met business-world expectations for professionalism			

Experience in applying marketing strategy knowledge to solve a business problem (Up to 28 Points)

Solve a Business Problem	**Developing (0 to 1 Points)**	**Proficient (2 to 3 Points)**	**Exemplary (4 Points Max)**
	Concept is not mentioned or minimally addressed	Concept is mentioned but not fully addressed	Concept is fully addressed
• Articulate and understand the business problem			
• Discern and apply implications of target market characteristics			
• Develop appropriate **product/service** strategies			
• Develop appropriate **pricing** strategies for the business, target market and business problem			
• Develop appropriate supply chain/**place** strategies			
• Develop appropriate target market communication/ **promotion** strategies			
• Articulate reasoning behind tactics and how they apply to the business, target market, and problem			

Practice Critical thinking skills by making unique connections between the case prompt information and marketing strategy knowledge to create a strong solution (Up to 4 Points)

Critical Thinking	**Developing (0 to 1 Points)**	**Proficient (2 to 3 Points)**	**Exemplary (4 Points Max)**
	Not demonstrated or minimally demonstrated	Offered effective yet common ideas to solve the business problem	Offered at least one truly unique idea to solve the business problem
• Presentation demonstrated unique connections that contributed to a well structured solution			

Practice Critical thinking skills by making unique connections between the case prompt information and marketing strategy knowledge to create a strong solution (Up to 4 Points)

Unique Connections	**Developing (0 to 1 Points)**	**Proficient (2 to 3 Points)**	**Exemplary (4 Points Max)**
	Did not answer questions or did not demonstrate understanding of the strategy	Adequately answered questions and demonstrated adequate understanding of the strategy	Thoughtfully answered questions and full understanding of the strategy
• Presenters provided well-developed answers to judge questions			