



# MARKETING OVERVIEW

## Guidelines

- A team of 1-2 employees from the company’s marketing department will have 5-7 minutes to deliver an oral presentation addressing the company’s marketing plans and operations. The presentation will be followed by 3-5 minutes of Q & A from the judges.
- Specifically, each team will be asked to inform judges of their plans and practices as they relate to marketing the company’s product(s) and/or service(s), including: presenting the company pitch or problem you are solving, an explanation of your target market and segmentation strategy, an overview of the company’s marketing plan, and a review of results and discussion around how the company has applied what it has learned.
- Teams should bring two copies of a “supplemental materials” packet to provide judges on the day of the competition.
  - Supplemental materials may include: Key slides, charts, graphics, promotional materials, actual vs. projected sales charts, and/or other pertinent materials.
  - Handouts should be brief, easy to read, and summarize/support the points being made in your presentation.
- NO PRESENTATION SOFTWARE WILL BE USED (PowerPoint, Keynote, Prezi, etc.). However, a team may bring a laptop to demonstrate online components such as websites, web analytics, feedback forms, etc.

### Career Readiness Framework Alignment

#### Leadership:

- Demonstrates intrapreneurship
- Demonstrates well-rounded perspective and unique style

#### Professional:

- Demonstrates professionalism
- Communicates effectively

#### Functional:

- Understands general business dynamics
- Conducts research and analysis
- Demonstrates strong quantitative ability
- Understands and applies financial concepts

## Judging Criteria

Each element will be rated from 1 to 5 points. A score of five is outstanding and a score of one needs significant improvement.

<b>Pitch/Problem</b>	<i>How well does the company articulate a clear pitch or solution to a current problem?</i> Your company's pitch should answer the questions: What are you selling? Who needs it? Why do they need it?	<b>1 to 5 points</b>
<b>Target Market</b>	<i>How well does the company understand and segment its target market?</i> Describe the company's target market, including demographic, psychographic and geographic characteristics. An effective company will define and segment its market in terms that will allow it to find and target those who are most able and likely to become customers.	<b>1 to 5 points</b>
<b>Marketing Plan</b>	<i>Is there an effective plan in place to attract/retain customers thereby increasing sales?</i> Companies should address their specific plans related to product, pricing, placement, and promotion. An effective marketing plan should include strategies to promote your products and services to your target market. Strategies may include: web-based marketing (Portal ad campaign), direct sales-phone, direct email, social media, trade shows, international sales promotions, etc.	<b>1 to 5 points</b>
<b>Results &amp; Learning</b>	<i>How have the results impacted the company's decision making?</i> Discuss the outcomes of your marketing plans and how the company has applied what it has learned. The most impactful metrics will be your sales results versus projections, but other metrics could include web traffic trends, new customers acquired, promotional codes activated, feedback forms submitted, etc.	<b>1 to 5 points</b>

## Rubric

<b>5 points</b> Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 points</b> Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
<b>3 points</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 points</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 point</b> Well below standards	Major flaws or section missing.

## Quality of Presentation

<b>Organization</b>	Presentation content is organized in a logical way.	<b>0, 0.5 or 1 point</b>	<b>Total of 0 to 5 points</b>
<b>Delivery</b>	Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact.	<b>0, 0.5 or 1 point</b>	
<b>Appearance</b>	Presenter(s) are dressed professionally and display appropriate body language.	<b>0, 0.5 or 1 point</b>	
<b>Composure</b>	Presenter(s) are poised and display confidence.	<b>0, 0.5 or 1 point</b>	
<b>Efficacy</b>	Presentation is engaging and effective.	<b>0, 0.5 or 1 point</b>	



# MARKETING SCORECARD

Student Names (If Applicable): \_\_\_\_\_

School Name: \_\_\_\_\_

Firm Name: \_\_\_\_\_

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<b>5 points</b> Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 points</b> Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
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<b>2 points</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 point</b> Well below standards	Major flaws or section missing.

## Scoring Elements - Enter your score 1-5. Increments of 0.5 allowed.

<b>Pitch/Problem</b> How well does the company articulate a clear pitch or solution to a current problem? Your company's pitch should answer the questions: What are you selling? Who needs it? Why do they need it?			
<b>Target Market</b> How well does the company understand and segment its target market? Describe the company's target market, including demographic, psychographic and geographic characteristics. An effective company will define and segment its market in terms that will allow it to find and target those who are most able and likely to become customers.			
<b>Marketing Plan</b> Is there an effective plan in place to attract/retain customers thereby increasing sales? Companies should address their specific plans related to product, pricing, placement, and promotion. An effective marketing plan should include strategies to promote your products and services to your target market. Strategies may include: web-based marketing (Portal ad campaign), direct sales-phone, direct email, social media, trade shows, international sales promotions, etc.			
<b>Results &amp; Learning</b> How have the results impacted the company's decision making? Discuss the outcomes of your marketing plans and how the company has applied what it has learned. The most impactful metrics will be your sales results versus projections, but other metrics could include web traffic trends, new customers acquired, promotional codes activated, feedback forms submitted, etc.			
<b>Quality of Presentation</b>			
<b>Organization:</b> Presentation content is organized in a logical way.	<b>0</b>	<b>0.5</b>	<b>1</b>
<b>Delivery:</b> Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact.	<b>0</b>	<b>0.5</b>	<b>1</b>
<b>Appearance:</b> Presenter(s) are dressed professionally and display appropriate body language.	<b>0</b>	<b>0.5</b>	<b>1</b>
<b>Composure:</b> Presentation is engaging and effective.	<b>0</b>	<b>0.5</b>	<b>1</b>
<b>Efficacy:</b> Presentation is engaging and effective.	<b>0</b>	<b>0.5</b>	<b>1</b>
<b>TOTAL</b>			
<b>Comments:</b>			