

**(500) Global Marketing Team (S)**

**Judge Number Team Number**

**Technical Scoring Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Team Violated the Copyright and/or Fair Use Guidelines | * Yes (*Disqualification*) | | ☐ | No |
| If yes, please stop scoring and provide a brief reason for the *disqualification* below: | | | | |
| Team followed topic | ☐ | Yes | * No (*Disqualification*) | |

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| --- | --- | --- | --- | --- | --- |
| **Evaluation of written marketing plan** | **Below Average** | **Average** | **Good** | **Excellent** | **Points Awarded** |
| Team submitted the correct information and in the correct format.   * Marketing Plan and Works Cited - PDF format   ***All points or none are awarded by the technical judge.*** | | | | 10 |  |
| Synopsis or mini-plan for business | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Company goals | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Description of customer needs | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Description of pricing strategy | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Competition | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Marketing mix | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Economic, social, legal, technological trends | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Human resources requirements | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Marketing timeline | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Methods of measuring success | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Overall appearance, conciseness, and completeness | 1-5 | 6-10 | 11-15 | 16-20 |  |
| **TOTAL TECHNICAL POINTS (230 points maximum)** | | | | |  |

**ANY MARKETING PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, and WORKS CITED,**

**WILL BE *DISQUALIFIED***