

## (500) Global Marketing Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
Marketing plan did <i>not</i> exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited formatted according to the BPA Style & Reference Manual, in a single combined PDF file)	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Evaluation of written marketing plan	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format. <ul style="list-style-type: none"><li>Marketing Plan and Works Cited - PDF format</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
Synopsis 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***



## JUDGE'S COMMENTS

### (500) Global Marketing Team (S)

**Member ID/Team Number** \_\_\_\_\_

**Judge Number** \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

*(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)*

**AREAS FOR IMPROVEMENT:**

**REASON FOR DISQUALIFICATION: (if applicable)**