

(500) Global Marketing Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				Y N
Team followed the Copyright and/or Fair Use Guidelines.				Y N
Marketing Plan did <i>not</i> exceed ten (10) pages single-sided. The Title Page, Table of Contents, and Works Cited are not included in the ten (10) page limit.				Y N
If answered no to any question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing their Marketing Plan to include the Title Page, Table of Contents, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s).				/10
Evaluation Criteria	Below Expectations 0-8 points	Meets Expectations 9-16 points	Above Expectations 17-25 points	Points Awarded
Synopsis or Mini-Plan for Business	The executive summary is unclear.	The executive summary is clear and concise.	The executive summary is clear, concise, and generates strong interest.	/25
Company Goals	Goals are vague or unrealistic.	Goals are mostly clear and realistic.	Goals are very clear and realistic.	/25
Description of Customer Needs	Target market is poorly defined.	Target market is adequately defined.	Target market is precisely defined with demographics.	/25
Description of Pricing Strategy	Pricing strategy is vague or unclear.	Pricing strategy is clear and includes profit margins.	Pricing strategy is detailed, including profit margins and break-even analysis.	/25
Competition	Limited analysis of competition.	Adequate analysis of competition.	Comprehensive analysis of competition.	/25
Marketing Mix	Marketing mix is unclear or incomplete.	Clear and mostly complete marketing mix.	Detailed and complete marketing mix.	/25
Economic, Social, Legal, Technological Trends	Limited or irrelevant research on trends.	Adequate research on trends.	Extensive and relevant research on trends.	/25
Human Resources Requirements	Organizational structure is unclear.	Clear organizational structure.	Well-defined organizational structure.	/25
Marketing Timeline	Incomplete or unrealistic timeline.	Complete and somewhat realistic timeline.	Comprehensive and highly realistic timeline.	/25
Methods of Measuring Success	Success metrics are vague or unrealistic.	Success metrics are mostly clear, realistic, and adequately defined.	Success metrics are exceptionally clear, highly realistic, and well-defined.	/25
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Overall Appearance, Conciseness, and Completeness	Plan is disorganized, wordy, or missing sections.	Plan is well-organized, concise, and complete.	Plan is exceptionally well-organized, concise, and thoroughly complete.	/15
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/15
TOTAL TECHNICAL POINTS				/300



JUDGES COMMENTS

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Contestant ID | Team Number _____ Judge Number _____

COMMENTS: (to be viewed by contestant)

(Judges: Please provide constructive feedback, highlighting both strengths and areas for improvement in your analysis of the competitor.)

AREAS FOR IMPROVEMENT:

REASON FOR DISQUALIFICATION: (if applicable)