

Team Number: _____

School: _____

2015 Marketing Presentation Score Sheet

Purpose: To present information and respond to questions concerning the company's effectiveness in creating a product ready for market. (25 pts.)	Possible Points	Score
COMPANY DEMOGRAPHICS, BUDGET & OPERATIONS (5 Points)		
▪ Company structure and operations (well-defined roles as company employees/owners/managers, methods of company decision-making, etc.) <i>Comments:</i>	20	
▪ Organization of company departments for product development <i>Comments:</i>	10	
▪ Company demographics (evidence of diversity – male, female, variety of grades represented, minority involvement) <i>Comments:</i>	10	
▪ Evidence of a budget (how funds were generated, company expenses, etc.) <i>Comments:</i>	10	
DESIGN & MANUFACTURING PROCESS (ENGINEERING PROCESS) (3 Points)		
▪ Brainstorming approaches, including game strategy evaluation <i>Comments:</i>	10	
▪ Analytical evaluation of design alternatives <i>Comments:</i>	10	
▪ Effective implementation of engineering process <i>Comments:</i>	10	
MARKETING STRATEGIES (3 Points)		
▪ Publicity efforts to inform school and community of company's effort (e.g. school newsletters, presentations to community and/or school groups, fliers/brochures, posters, press releases, etc.) <i>Comments:</i>	30	

