



## Direct Marketing Case

### Event Objectives

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To demonstrate the student's ability to:

- Analyze a problem situation
- Develop appropriate marketing strategies to remedy the situation
- Present the solution in a convincing manner

### Eligibility

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- All students must be from marketing or marketing-related programs. Please note that post-diploma, graduate certificate or degree program students are not eligible for OCMC.
- Repeat OCMC students cannot enter an event in which they previously participated.

### Preparation

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- Participants should familiarize themselves with the evaluation criteria. Please refer to the **case evaluation** form for details.
- Students must be in the designated preparation room on time. Students should arrive at the designated preparation room **no earlier than five minutes before** their preparation time. Preparation times will be assigned randomly. Please refer to the case schedules in the program. No changes will be made unless a conflict situation exists.
- Proper **identification** (your name tag) must be visible to security personnel before entering the preparation room.
- Absolutely no supplies or equipment (beyond what is provided to you) is allowed in the room. This includes calculators, cell/smart phones, computers, PDAs, books, etc. Any violation of this rule results in disqualification.
- The use of business cards is optional.
- A package containing 2 copies of the case, three overhead pens – black, blue and red; lined paper, and seven plastic overheads will be provided upon entry to the preparation room.
- Participants have **30 minutes** to prepare their solution. Participants will be advised when five minutes remain.
- At the end of 30 minutes, the team will be escorted to their presentation room. There must be no communication with anyone other than your partner while in transit.

## Presentation

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- The room will have appropriate equipment and be arranged suitably for a presentation.
- Presentations must not exceed **15 minutes**. There will be a **five-minute question period** following the presentation with judges.
- Participants are responsible for managing their time when presenting. Judges will be conscious of time when listening to presentations and will ask a team to stop if necessary.
- At the conclusion of the question period, the students will leave the room. **All materials used in the presentation must remain in the room.** The judges will collect the team's overheads and pens.
- The judges will use the remaining minutes in the cycle to complete the evaluation form.

## Evaluation by Judges

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- Judges are to ask questions of the students (challenge the students) at the end of each presentation.
- Judges will not provide any verbal feedback to participants during the competition. They are permitted to ask questions during the official question period.
- Judges will complete an evaluation form with numerical scores and appropriate summary comments.
- Judges will rank each team from top to bottom. In the case of a tie between any of the top 5 teams, they will re-evaluate those teams to break the tie. There cannot be a tie amongst teams ranked one to five.
- **Judges decisions are final!** The top three teams are acknowledged at the final competition banquet and will come to the stage to receive their awards. Fourth and fifth place winners will be announced from the podium but **will not** be asked to the stage.

## Feedback

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- Each team will receive a feedback form from the host College approximately three weeks following the competition.

## Event Scoring

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1 <sup>st</sup> Place	10 points
2 <sup>nd</sup> Place	8 points
3 <sup>rd</sup> Place	6 points
4 <sup>th</sup> Place	4 points
5 <sup>th</sup> Place	2 points

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# OCMC Evaluation Form – Direct Marketing Case

CASE Event Name: \_\_\_\_\_

College Name: \_\_\_\_\_

Student Presenters: 1. \_\_\_\_\_ 2. \_\_\_\_\_

Section	Score/Possible	Comments
<b>Introduction</b> ____ / 5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	
<b>Identification of Problem</b> ____ / 5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	
<b>Situation Analysis</b> <i>Strengths and Weaknesses (internal)</i> <i>Opportunities and Threats (external)</i> ____ / 15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	
<b>Organizational Objectives</b> ____ / 5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	
<b>Identification of Alternatives</b> <i>Listing and evaluating advantages and disadvantages</i> ____ / 15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	
<b>Recommendations</b> ____ / 10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
<b>Implementation Plan</b> <i>Plan of Action</i> ____ / 10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
<b>Question &amp; Answer</b> <i>Sound and practical responses</i> <i>Support of information and position</i> ____ / 10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
<b>Presentation Skills</b> ____ / 15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	
<b>Creativity</b> ____ / 10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
<b>Total Score</b>	____ / 100	
<b>Overall Comments</b> (use back of page if necessary)		