



Integrated Marketing Communications Plan

Event Objectives

To demonstrate the student's ability to:

- Analyze a problem situation
- Prepare an integrated marketing communications plan to address the problem and situation
- Present the plan in a convincing manner

Eligibility

- 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

- Participants should familiarize themselves with the evaluation criteria. Please refer to the IMC Plan evaluation form for details.
- Students must be in the designated preparation room **on time**. Students should arrive at their designated preparation room **no earlier than 5 minutes before** the scheduled time. Preparation times will be assigned randomly. Please refer to the 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.
- The use of business cards remains optional.
- Absolutely no electronic equipment (beyond what is provided to you) is allowed in the room. This includes calculators, cell/smart phones, PDA's, Blackberry's, computers, books, etc. Any violation of this rule results in disqualification.
- A package containing the case, a **memory key**, blank paper, 2 ball point pens, and 2 pencils will be provided upon entry to the preparation room. The memory key will contain a pre-formatted PowerPoint presentation, with ten blank slides. No adjustments to the PowerPoint template are allowed, however, students may use slide transitions and animations. No more than 10 slides may be used during the presentation.
- The preparation room will contain a laptop for students to use to create their presentation. Their presentation must be saved on the memory key provided in the envelope. All competitors must ensure that they clear their presentation from the laptop before exiting the room.
- Participants have **60 minutes** to prepare their solution. Participants will be advised when five minutes remain.
- If participants saved their presentation on the laptop **they should delete the file from the laptop** before they leave the preparation room.
- A security monitor will remain inside the room with students during the preparation. The monitor will not be allowed to talk to students or answer any questions. If a security breach is suspected, the monitor will contact an OCMC Event Planning Official for assistance. **Students are not allowed to access any information (online or otherwise) while in the preparation room.**
- At the end of 60 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

- The presentation room will have a laptop computer connected to a digital projector for students to use for their presentation. The room will also contain a flip chart stand with paper and markers.
- Presentations must not exceed **15 minutes**. There will be a **five-minute question period** following the presentation. **The 15 minute time limit includes the time taken to set up and open the presentation from the memory key.**
- 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 your memory key, case, pens, etc.
- The judges will use the remaining minutes in the cycle to complete the evaluation form.

Evaluation by Judges

- 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.
- **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

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

Event Scoring

1 st Place	10 points
2 nd Place	8 points
3 rd Place	6 points
4 th Place	4 points
5 th Place	2 points

OCMC Evaluation Form – IMC

CASE Event Name: _____

College Name: _____

Student Presenters: 1. _____ 2. _____

Section	Score/Possible	Comments
Introduction _____ / 5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	
Situation Analysis <i>Market, competition, consumer, analysis</i> _____ /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
Overall Objectives <i>Identification of key issues or what is to be accomplished overall</i> _____ /5	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	
I.M.C. Objectives <i>Clear identification of what is to be achieved through marketing communications</i> _____ /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
I.M.C. Strategies <i>Clear identification and justification of IMC components recommended</i> _____ /20	18-20 excellent 14-17 good 10-13 satisfactory 1-9 below expectation	
I.M.C. Execution (Action Plan) <i>Plan details: what when where, how much?</i> _____ /15	13-15 excellent 10-12 good 8-9 satisfactory 1-7 below expectation	
Question & Answer <i>Sound and practical responses Support of information and position</i> _____ /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
Presentation Skills _____ /15	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	
Creativity _____ /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
Total Score	_____ /100	
Overall Comments (use back of page if necessary)		