

Marketing Rubric

Team/School Name: _____

Presentation Time: _____

Judge Name: _____

On a scale of 1 to 10, please shade the **single** grade you are assigning to each section. There is a page at the end of the assessment tool to identify areas of improvement and general comments.

CASE ANALYSIS & BACKGROUND			
Evaluates understanding of the case, brand, competition, and business context			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> Problem was unclear or missing Lacks understanding of the case and business background 	<ul style="list-style-type: none"> The identified problem(s) were vague. Basic case summary with limited research 	<ul style="list-style-type: none"> The problem(s) identified had minor details missing Some understanding with some research insights 	<ul style="list-style-type: none"> Comprehensive analysis of case, brand, trends, competition, and business context
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩
TARGET AUDIENCE PERSONA			
Defines and understands the primary customer segment.			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> Vague or generic persona unrelated to the case 	<ul style="list-style-type: none"> Persona included but lacking depth 	<ul style="list-style-type: none"> Clear persona with most relevant details 	<ul style="list-style-type: none"> Well-developed persona with detailed lifestyle, motivations, and habits
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩
KEY MARKETING ISSUE(S)			
Ability to understand and identify the core marketing challenge			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> Issue is unclear or missing 	<ul style="list-style-type: none"> Some understanding of the issue or marketing problem 	<ul style="list-style-type: none"> States the key issue clearly but lacks some details that are relevant to the business 	<ul style="list-style-type: none"> Identifies and communicates the marketing challenge /issue in-depth
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩
MARKETING DECISION			
Evaluated the marketing decision that need to be made			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> Weak or unfocused decision 	<ul style="list-style-type: none"> General decision with undeveloped link to issue 	<ul style="list-style-type: none"> Defined decision with some strategic value 	<ul style="list-style-type: none"> Clear, strategic decision directly aligned with the case issue
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩
STRATEGIC ALTERNATIVES			
Evaluate the feasibility of the proposed marketing options			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> Only one alternative or weak justification 	<ul style="list-style-type: none"> Alternatives are basic or lack depth 	<ul style="list-style-type: none"> Alternatives presented with some justification 	<ul style="list-style-type: none"> Two strong alternatives with

			success criteria and constraints
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩

Thank you!

FINAL RECOMMENDATION			
Justifies and makes recommendation based on data and logic			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> Weak or unsupported recommendation 	<ul style="list-style-type: none"> Recommendation made but lacking depth or clarity 	<ul style="list-style-type: none"> Good recommendation with some data/logic related to the issue 	<ul style="list-style-type: none"> Strong, well-justified choice using data and feasibility analysis
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩
EXECUTION PLAN			
Actionable and realistic the recommendation with an implementation plan in place			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> Unclear plan or unrealistic timeline 	<ul style="list-style-type: none"> Basic timeline or some roles defined 	<ul style="list-style-type: none"> Action steps and roles mostly defined 	<ul style="list-style-type: none"> Clear, realistic timeline and assigned roles; highly actionable
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩
QUESTION AND ANSWER			
Handled questions professionally and answers are consistent with recommendations			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> Lacks knowledge, evades questions, or communicates poorly 	<ul style="list-style-type: none"> Partial knowledge Somewhat articulate 	<ul style="list-style-type: none"> Medium to high degree of knowledge Articulate 	<ul style="list-style-type: none"> Demonstrates expertise Communicates clearly and responds respectfully
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩
DELIVERY AND PRESENTATION			
All members of the team are poised and confident during the entire presentation. Presentation completed within time limits. Comprehensive timeline and actionable plan/strategy for each recommendation.			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> Presentation was not engaging Not very clear, no flow Presentation driven primarily by one student 	<ul style="list-style-type: none"> Partially engaging Somewhat clear Presentation given by one or two students 	<ul style="list-style-type: none"> Mostly engaging Mostly clear Presentation by most of the students 	<ul style="list-style-type: none"> Very engaging Very clear and flowed really well All members of the team contributed to an effective presentation
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩

Total Team Score: ___/90

Areas for Improvement:

Thank you!

Overall Comments:

****before returning your evaluation please ensure marks have been given (shaded) for each area****

Thank you!