

STRATEGY & MARKETING CASE EVALUATION TABLE

Evaluation Criteria & Weight	Evaluation on the Scale 1 to 5, where 1 is poor; 5 is excellent					
<p align="center">Analysis 25%</p> <p>1 2 3 4 5</p>	<ul style="list-style-type: none"> • Identified key problems • Used supporting facts/data • Drew logical conclusions • Considered risk • Offered original insights 	1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
					Total Analysis	
<p align="center">Recommendations 25%</p> <p>1 2 3 4 5</p>	<ul style="list-style-type: none"> • Followed logically from analysis • Dealt with all issues raised • Used decision criteria • Showed reasonable recommendations for the business context • End result was practical/realistic 	1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
					Total Recommendation	
<p align="center">Presentation 25%</p> <p>1 2 3 4 5</p>	<ul style="list-style-type: none"> • Spoke clearly and concisely • Structured storyline well • Slides were clear, easy to understand, and visually attractive • Showed enthusiasm and professionalism • Professional non-verbal behavior • Balanced speaking roles 	1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
		1	2	3	4	5
					Total Presentation	

STRATEGY & MARKETING CASE EVALUATION TABLE

<p>Questions & Answers 25%</p> <p>1 2 3 4 5</p>	<ul style="list-style-type: none"> Answered the questions posed 1 2 3 4 5 Balanced team member participation in Questions & Answers 1 2 3 4 5 Provided convincing explanations 1 2 3 4 5 	
Total Questions & Answers		
TOTAL		

