

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the participant, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. A decision making solution which earns this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the participant a **Certificate of Excellence**.

We hope you are impressed by the quality of work of these students with a career interest in the field of Internet marketing. If you have any suggestions for improving this event, please mention them to your event manager.

We thank you for your help.

Participant's Name: _____

I.D. Number: _____

Evaluation Form

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
1. Exhibits understanding of the problem (Possible Points 5)	0-1	2-3	4	5	_____
2. Exhibits understanding of the competitive environment (Possible Points 5)	0-1	2-3	4	5	_____
3. Clearly explains need for decision (Possible Points 5)	0-1	2-3	4	5	_____
4. Identifies business and Internet needs and concerns (Possible Points 5) . . .	0-1	2-3	4	5	_____
5. Shows effective use of decision making and reasoning (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
6. Clearly explains the benefits and improvement of the company's marketing position (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
7. Clearly explains and gives examples of a new marketing approach (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
8. Clearly explains Internet system and operations (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
9. Presents explanations and information in a clear and professional manner (Possible Points 5)	0-1	2-3	4	5	_____
10. Presents ideas and solutions in an organized and well thought out manner (Possible Points 5)	0-1	2-3	4	5	_____
11. Presentation shows evidence of mature judgment (Possible Points 5)	0-1	2-3	4	5	_____
12. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc. (Possible Points 5)	0-1	2-3	4	5	_____

Total Judged Points (100 maximum): _____

A score of 70 or better will earn the participant a Certificate of Excellence.

JUDGE SECTION: A B C D E F G (circle one)

Tie Breaker

For tie-breaking purposes, the following evaluation form ranking process will be used. Begin with item #8. The participant with the highest score for #8 wins the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 5, 6, 7, 12, 4, 1, 2, 3, 9, 10, 11.