

JUDGE INSTRUCTIONS

The Marketing Management Event was created by DECA/Delta Epsilon Chi in response to the career opportunities available for college graduates in the areas of marketing and management.

Basically, each participant with a career interest in marketing management will analyze a case situation. The participant will make decisions/recommendations regarding the situation and make an oral presentation to you, the judge(s). This case situation is typically presented in written form.

The participant will assume the role of a marketing management employee for the business represented by the situation. The role of the judge(s) will be determined by the specific case situation.

JUDGING THE PRESENTATION

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Participants will be evaluated according to a standard *Evaluation Form*.
3. Participants will be scheduled for presentations at twenty (20) minute intervals. Remember, your role will be determined by the specific case situation.
4. Please place the participant's name and identification number (using labels if provided) on the bubble score sheet as instructed (if not already done). If a bubble sheet has not been provided, this information must be placed on the evaluation form for this event.
5. You will interact with the participant for up to fifteen (15) minutes. This includes time for the participants to present to you based on the case study situation, and for you to make comments and ask questions.
6. Following the fifteen (15) minute interaction period, please thank the participant. If appropriate to the situation, please state that a decision will be made soon and that the participant will be notified of the decision.
7. During the last five (5) minutes, after the participant is excused from the judging area, you may score the participant. Refer to the *Evaluation Criteria* section for the guidelines. On the bubble sheet provided, please bubble in the appropriate score AND write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is one hundred (100) points.

Note: If a bubble sheet has not been provided, you will indicate your scores on the Marketing Management Evaluation Form.

Presentation Schedule

Presentations will be scheduled at twenty (20) minute intervals

Fifteen (15) minutes for presentation by the participant and questions by the judges

Five (5) minutes for scoring by the judges