

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 participants, 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. Decisions/Recommendations that earn 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 participants 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 sports and entertainment 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: _____

Participant’s Name: _____

I.D. Number: _____

Evaluation Form

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
1. Did the team correctly analyze the problem? (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
2. Were short- and long-range goals identified? (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
3. Did the team identify potential target markets? (Possible Points 10) . . .	0-1-2	3-4-5	6-7-8	9-10	_____
4. Was the proper marketing mix used (price, product, promotion, place) with regard for sports and entertainment business practices? (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
5. Did the team have a clear knowledge of the marketing concept (providing customer satisfaction)? (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
6. Did the team show an equal effort in the presentation? (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
7. Did the team provide evaluation and control procedures for carrying out marketing plans? (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
8. Was the presentation well organized? (Possible Points 5)	0-1	2-3	4	5	_____
9. Did the team use a realistic approach in establishing their marketing plans for competing in a sports and entertainment arena? (Possible Points 5)	0-1	2-3	4	5	_____
10. Did the participants exhibit an understanding of conducting business in a sports and entertainment setting? (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
11. 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 participants 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 #4. The team with the highest score for #4 wins the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 10, 1, 5, 7, 6, 3, 2, 9, 8, 11.