



Case Study

Tips for Success

How Does it Work?



- Event Check-In
- 30-minute or 60-minute prep time (based on event)
- 15-minutes with the judge



Ask Yourself:

- What tools can I bring in?
- How do I make my presentation different than anybody else's?

What am I Judged On?

- Every Case Study in the *Delta Epsilon Chi Guide* gives you the EXACT evaluation form that your judge will use.
- Find it. Memorize it. Create a presentation template that matches that evaluation form.

Business-to-Business Marketing-7/1/2007-6/30/2009

Participant's Name: _____
 I.D. Number: _____
 Participant's Name: _____
 I.D. Number: _____

Evaluation Form

	Little's Concentration	How Expectations	Misses Expectations	Exceeds Expectations	Judged Points
1. Did the team correctly analyze the problem? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
2. Were short- and long-range goals identified? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
3. Did the team identify potential target markets? (Possible Points 10) ...	D-1-2	3-4-5	6-7-8	9-10	_____
4. Was the proper marketing mix used (price, product, promotion, place)? (Possible Points 20)	B-1-2-4-5	6-7-9-10	11-12-14-15	16-17-19-20	_____
5. Did the team have a clear knowledge of the marketing concept (providing customer satisfaction)? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
6. Did the team show an equal effort in the presentation? (Possible Points 10) ...	D-1-2	3-4-5	6-7-8	9-10	_____
7. Did the team provide evaluation and control procedures for implementing solutions? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
8. Was the presentation well organized? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
9. Did the team use a realistic approach in establishing their marketing/management plans? (Possible Points 5)	D-1-2	3-4-5	6-7-8	9-10	_____
10. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc. (Possible Points 5)	0-1	2-3	4	5	_____

A score of 70 or better will earn the participant a *Certificate of Excellence*.
 Total Judged Points (100 maximum): _____

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

The Winner
 For tie-breaking purposes, the following evaluation form ranking process will be used. Begin with item #4. The participants with the highest scores 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: 1, 5, 7, 3, 2, 6, 8, 9, 10.

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What Tools Do I Have?

- “Outside” materials, including laptop computers, reference materials, audio and visual aids, etc. may be brought into the competitive event.
- Play to your strengths: if you are musically inclined write and perform an advertising jingle as part of your solution. Whatever you do, BE CREATIVE!
- Draw charts, graphs and illustrations to provide further proof for your argument.
- Use the facts given, and if you need others - make them up and ACT AS IF they are a given. If you tell your judge that your company has 60% of the market share, who is he or she to challenge that fact?
- For *Team Events* balance your speaking roles so that both members of the team are equally presenting and answering questions.

Dress for Success



- Look the part in order to show your judge the Professional Image that best represents a winner.
- Wear a suit. Straighten your tie. Be sure that your skirt length is appropriate.
- Keep accessories conservative.
- Always smile!



Make Your Mark in
Competitive Events!