

Marketing Plan CDE Written Plan Scorecard

Chapter Name: _____ Judge: _____

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Description of product client status	The plan contains details of the products/services from the customer's point of view and identifies key competitors and how the product/service is positioned to compete. he custom	The plan describes the product/services; however, detail on the features, benefits and competitor is lacking.	Little to no information is provided on the product/service, its features and benefits or its competitors.		X 1	
Market Analysis						
Client's status in current market	Information is thoroughly and clearly reported, including such things as the type of product/service, current marketing efforts, current knowledge about customers and competitors, etc.	Information is, for the most part, thoroughly and clearly reported, but some information that may be critical to the marketing plan is missing.	Information is provided, but there is a great deal of potentially important information missing.		X 1	
Industry trends	Describes how major trends and information helped identify immediate opportunity.	Describes major trends that could impact this industry in the near future.	Gives a brief history of the industry but does not demonstrate understanding of trends.		X 1	
Buyer profile and behavior	Describes in-depth the buyer in the customer profiles buying roles, buying behavior and buyer decision making process.	Briefly describes the buyer in the customer profiles buying roles, buying behavior and buyer decision making process.	The buyer profile section is incomplete.		X 1	
Competitor's SWOT analysis	A thorough SWOT analysis is provided, and the reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points. The reasoning for each item is not always thoroughly provided and/or logical	SWOT analysis is provided, but there are missing points, and there is no reasoning provided for the items.		X 1	
Primary Research results (survey, focus, groups, interviews)	Excellent plan for collection of data justified with many facts from current business environment.	Adequate data collection plan justified with a few facts from business environment.	Data collection plan is unorganized and not supported by business environment.		X 1	

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Mission Statement	Useful mission statement that is relevant to the business.	Mission statement is not totally relevant to the business.	Irrelevant, not matching business use.		X 1	
Key planning assumption	Identifies and validates key assumptions in the strategy.	Identifies and validates most of the key assumptions in the strategy.	Does not surface the key assumptions or validate for the strategy.		X 1	
Short and long term goals	Short and long term business goals are attainable and time-bound.	Short and long term business goals may not be attainable or are not time bound.	Goals are missing or are irrelevant to the business.		X1	
Target Markets	Clearly identified by demographics and product/service meets needs/wants of target group.	Somewhat identified by demographics and product/service may meet needs/wants of target group.	Not identified by demographics and product/service does not meet needs/wants of target group.		X 1	
Strategies and Action Plan						
Product	Clearly evident what product/service is being provided.	Somewhat evident what product/service is being provided.	Unclear what product/service is being provided.			
Price	Includes the pricing structure and explains why/how these prices were determined.	Includes the pricing structure but does not explain how the prices were determined.	Does not provide complete pricing structure; some products or services are missing' No rationale for the pricing strategy is given.		X 1	
Place	Location is very convenient for target market.	Location is accessible for target market.	Location is not very convenient for target market.		X 1	
Promotion	Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available.	Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available.	Promotional material does not make target market aware of what the product/service is, what it does and where it is available.		X1	
Position	Unique selling position (USP) in the market clearly determined.	Unique selling position (USP) in the market is somewhat determined.	Unique selling position (USP) in the market is not determined.		X 1	

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Budget (income statement, costs, returns, accuracy)						
	Income statement is complete and demonstrates a reasonable return on investment (ROI); all calculations are accurate and accurately categorized.	Income statement is complete and demonstrates a questionable return on investment (ROI); most calculations are accurate and accurately categorized.	Income statement is not complete and demonstrates an unreasonable return on investment (ROI); most calculations are inaccurate and inaccurately categorized.		X2	
Evaluation						
	Evaluates data or criteria in a way that reflects an in-depth understanding of the product/service.	Evaluates data or criteria in a way that reflects some basic understanding of the product/service.	Has difficulty evaluating important data or criteria, which demonstrates a lack of understanding of the product/service.		X1	
Technical Business Writing						
	The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is formatted according to the handbook.	The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is formatted according to the handbook.	The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately.		X 1	
Deduction: Written plan received after dealing. Deduct 10 percent of possible plan score or 10 points.						
Deduction: Five points deducted for incorrect written plant format.						
Written Plan Total Points (100 points)						

Judges Comments:

Marketing Plan CDE Presentation Scorecard

Chapter Name: _____

Judge: _____

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Marketing Process (Understanding and clear presentation of the six parts of the marketing plan)						
Brief description Clint status	Clear and engaging description of a want or unmet need in the market using data to support claims is presented.	Somewhat clear description of a want or unmet need in the market is presented.	Unclear description of a want or unmet need in the market is presented.		X 1	
Marketing analysis: <ul style="list-style-type: none"> • Status in market • Industry trends • Buyer profile • SWOT analysis 	Clear and compelling narrative that seamlessly integrates all important market research concepts from the written plan into the presentation.	Clear narrative that integrates some market research concept from the written plan into the presentation.	No clear narrative or demonstration of market research concepts from the written plan in the presentation.		X 2	
Primary research	Market is clearly explained using primary market research tools to persuasively support that the business in the presentation.	Market is somewhat explained and demonstrates the use of some primary market research tools to support the business in the presentation.	Market is no explained and does not demonstrate the use of primary market research tools in the presentation.		X 7	
Business proposal: <ul style="list-style-type: none"> • Mission statement • Key planning assumptions • Goals • Target market 	Clear and compelling narrative that seamlessly integrates all important business concepts from the written plan into the presentation.	Clear narrative that integrates some business concepts from the written plan into the presentation.	No clear narrative that demonstrates business concepts from the written plan in the presentation.		X 3	
Strategies/action plan <ul style="list-style-type: none"> • Product • Price • Place • Promotion • Position 	Strategies/action plans from the written plan are pervasively included in the presentation.	Some of the strategies/action plans from the written plan are included in the presentation.	No clear presentation of strategies/action plans are included in the presentation.		X 6	

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Budget • ROI • Cost of Strategies	Clear and compelling narrative that seamlessly integrates all important financial concepts from the written plan into the presentation.	A narrative that integrates some evaluation information from the written plan is included in the presentation.	No clear demonstration of evaluation information from the written plan is included in the presentation.		X 2	
Communication	Speaks with confidence, presence, poise and eye contact; excellent use of grammar enhances the entire presentation; All members participated equally.	Some problems with pauses, pacing and/or eye contact and language, includes grammar that is average; Two members took an active role in the presentation.	Reads from notes, rarely looks at audience; has problems with pronunciation and/or very low level of grammar is used; All members did not participate equally.		X 4	
Question and Answers	Knowledge is evident and provides a clear, concise well-thought out answer to the questions.	Provides answers that are somewhat unclear and at times does not answer questions.	Seems caught off guard by questions and either does not answer the question or provides a rambling answer.		X 10	
Deduction: Five points for each minute, or major fraction thereof, presentation went over 15 minutes.						
Presentation Total Points (200 points)						
Written Plan Total Points (100 points)						
Net Total Points						

Judges' Comments: