



# PBL INTEGRATED MARKETING CAMPAIGN

## Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Approach</b>					
Suitable opening statement or remarks	0	1–2	3–4	5	
Directs consumer’s attention to the market	0	1–3	4–7	8–10	
<b>Comments</b>					
<b>Market Presentation</b>					
Target market is clearly and accurately analyzed	0	1–3	4–7	8–10	
Analyzes and determines market needs	0	1–3	4–7	8–10	
Advertising materials show understanding of the market	0	1–3	4–7	8–10	
Campaign stresses product or service benefits that appeal to the target markets	0	1–3	4–7	8–10	
Shows creativity	0	1–3	4–7	8–10	
Benefits matched to consumer needs	0	1–3	4–7	8–10	
<b>Comments</b>					
<b>Delivery</b>					
Statements are well organized and clearly stated; appropriate business language is used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates ability to effectively answer questions	0	1–3	4–7	8–10	
<b>Total Points</b>					<b>/100 max.</b>
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge’s Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge’s Comments: