

EC-SIFE High School Marketing Scholarship - Judging Criteria 2008-09

Score Levels	Organization	Coherence	Attractiveness	Idea
4	<ul style="list-style-type: none"> ▪ Is well thought out and supports the overall objective of marketing ▪ Has clear goal that is related to the marketing plan ▪ Is feasible 	<ul style="list-style-type: none"> ▪ No spelling, grammatical, or punctuation errors ▪ High-level use of vocabulary and word choice 	<ul style="list-style-type: none"> ▪ Excellent overall creativity in marketing plan ▪ Excellent creative promotional strategy ▪ Packaging design/advertising design show an excellent understanding of customer preferences 	<ul style="list-style-type: none"> ▪ Provides consistent overall message about company and product ▪ Clear reasoning behind every question ▪ Solid understanding and use of all 4Ps of marketing
3	<ul style="list-style-type: none"> ▪ Is well thought out but lacks some support for the overall objective of marketing ▪ Has clear goal that is related to the marketing plan ▪ Is feasible 	<ul style="list-style-type: none"> ▪ Few (1 to 3) spelling, grammatical, or punctuation errors ▪ Good use of vocabulary and word choice 	<ul style="list-style-type: none"> ▪ Good overall creativity in marketing plan ▪ Good creative promotional strategy ▪ Packaging design/advertising design show a good understanding of customer preferences 	<ul style="list-style-type: none"> ▪ Provides good message but a little inconsistent ▪ Good reasoning but lacks some focus ▪ Understanding and use of 3 out of the 4Ps of marketing.
2	<ul style="list-style-type: none"> ▪ Is not well thought out and lacks support for the overall objective of marketing ▪ Has a goal but lacks clarity in relating to the marketing plan ▪ Is not feasible 	<ul style="list-style-type: none"> ▪ Minimal (3 to 5) spelling, grammatical, or punctuation errors ▪ Low-level use of vocabulary and word choice 	<ul style="list-style-type: none"> ▪ Poor overall creativity in marketing plan ▪ Poor creative promotional strategy ▪ Packaging design/advertising design show a poor understanding of customer preferences 	<ul style="list-style-type: none"> ▪ Very inconsistent message ▪ Demonstrates idea but lacks clear reasoning ▪ Understanding and use of 2 out of the 4Ps of marketing
1	<ul style="list-style-type: none"> ▪ Is not well thought out and no support for the overall objective of marketing ▪ Has no clear goal that is related to the marketing plan ▪ Is not feasible 	<ul style="list-style-type: none"> ▪ More than 5 spelling, grammatical, or punctuation errors ▪ Poor use of vocabulary and word choice 	<ul style="list-style-type: none"> ▪ No overall creativity in marketing plan ▪ No creative promotional strategy ▪ Packaging design/advertising design shows no understanding of customer preferences 	<ul style="list-style-type: none"> ▪ No consistent message ▪ No clear idea or solid reasoning ▪ Understanding and use of 1 or none of the 4Ps of marketing