



DECA

INTEGRATED MARKETING CAMPAIGN EVENTS

Babowal, Rhodunda

IMCE-10501

Concord High School

INTEGRATED MARKETING CAMPAIGN—EVENT **IMCE**
 INTEGRATED MARKETING CAMPAIGN—PRODUCT **IMCP**
 INTEGRATED MARKETING CAMPAIGN—SERVICE **IMCS**

WRITTEN ENTRY AND PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Executive Summary: One-page description provides a clear overview of the campaign	0-1-2-3	4-5-6	7-8	9-10	
2. The description of the event, product or service, and business is clearly defined	0-1	2-3	4-5	6	
3. Objectives are defined and referenced throughout the campaign	0-1-2	3-4-5	6	7-8	
4. The target market is clearly analyzed	0-1	2-3	4-5	6	
5. The campaign activities are realistic, show evidence of marketing knowledge, and are research based	0-1-2-3	4-5-6-7	8-9-10	11-12	
6. Unifying theme is evident in all campaign activities	0-1	2-3	4-5	6	
7. Provides high-quality appropriate and creative samples of key marketing pieces suggested	0-1-2-3	4-5-6	7-8	9-10	
8. Campaign schedule is cohesive and plan is no more than 45 days long	0-1-2	3-4-5	6	7-8	
9. The budget is realistic for the campaign and all costs that would be incurred have been considered	0-1-2	3-4-5	6	7-8	
10. Key metrics are well thought out and appropriate for the campaign	0-1-2	3-4-5	6	7-8	
11. The campaign shows evidence of creativity and originality	0-1-2	3-4-5	6	7-8	
12. The written entry is well-organized, professional, and presented in a logical manner	0-1	2-3	4	5	
13. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	0-1	2-3	4	5	

Note: If you are assigning penalty points, please use **NEGATIVE** numbers in the appropriate field for all calculations. Always check all calculations before submitting final results.

TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



DECA

INTEGRATED MARKETING CAMPAIGN EVENTS

Demby, Gibson, Williams

IMCE-10701

Dover High School

INTEGRATED MARKETING CAMPAIGN—EVENT **IMCE**
 INTEGRATED MARKETING CAMPAIGN—PRODUCT **IMCP**
 INTEGRATED MARKETING CAMPAIGN—SERVICE **IMCS**

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JUDGE _____