Matches Concept Appropriate Score

All tactics strongly match and support the concept 5

Complete description of each tactic

Target markets, and tactic goals are well defined and defended

All tactics strongly match and support concept 4

Mostly complete description of each tactic

Target markets, and tactic goals are defined and defended

Tactics mostly match and support concept 3

Somewhat complete descriptions of each tactic

Target markets, and tactic goals are somewhat defined and defended

Tactics somewhat match and support concept 2

Incomplete or missing descriptions of each tactic

Target markets, and tactic goals are not well defined and defended

Tactics do not match and support concept 1

Tactic descriptions and explanations are missing

Target markets, and tactic goals are not complete

Return on Investment Appropriate Score

ROI analysis is thorough and well considered 5

Includes realistic goals and numbers

ROI analysis is included and well considered 4

Includes somewhat realistic goals and numbers

ROI analysis is somewhat well considered 3

Includes somewhat realistic goals and numbers

ROI analysis is missing or incomplete 2

Includes unrealistic goals and numbers

ROI analysis is missing or incomplete 1

Does not include realistic goals and numbers

Tactic Budget Appropriate Score

All budgets are complete 5

All budgets include all necessary details

All budgets are realistic for concept and target market

Most budgets are complete 4

Budgets include most necessary details

Budgets are somewhat realistic for concept and/or target market

Budgets are incomplete 3

Budgets include few necessary details

Budgets are not realistic for concept and/or target market

Budgets are incomplete (some items missing) 2

Budgets include few necessary details

Budgets are unrealistic for concept or target market

Budgets are incomplete (some items missing) 1

Budgets include no details

Budgets are completely unrealistic for concept or target market

Marketing Samples Appropriate Score

Each tactic has a detailed sample or depiction 5

Samples match tactic, budget, and concept very well

Samples match description of tactic

Each tactic has a somewhat detailed sample or depiction 4

Samples mostly match tactic, budget, and/or concept very well

Samples mostly match description of tactic

Most tactics have a detailed sample and/or depiction 3

Some samples match tactic, budget, and/or concept very well

Some samples match description of tactic

Few tactics have a detailed sample or depiction 2

Few samples match tactic, budget, or concept very well

Few samples match description of tactic

Samples are missing 1

Samples do not match tactic, budget, and concept

Samples do not match description of tactic

Creativity Appropriate Score

Tactics show innovative approach to launching concept 5

Tactics show creative design elements

Most tactics show innovative approach to launching concept 4

Most tactics show creative design elements

Some tactics show innovative approach to launching concept 3

Some tactics show creative design elements

Few/no tactics show innovative approach to launching concept 2

Few/no tactics show creative design elements

Tactics do not show innovative approach to launching concept 1

Tactics do not show creative design elements

Presentation Skills Appropriate Score

Excellent ability to sell concept 5

Complete knowledge of concept

Very easy to hear and understand

Good ability to sell concept 4

Somewhat complete knowledge of concept

Easy to hear and understand

Limited ability to sell concept 3

Limited knowledge of concept

Able to hear and understand

Limited ability to sell concept 2

Limited knowledge of concept

Difficult to hear and understand

Unable to sell concept 1

Very difficult to hear or understand

Unable to discern story of concept

Q & A – Depth of Knowledge Appropriate Score

Demonstrates full understanding of concept and subject matter 5

Demonstrates adequate understanding of concept and subject matter 4

Demonstrates some understanding of concept and subject matter 3

Demonstrates little understanding of concept and subject matter 2

Does not demonstrate an understanding of concept and subject matter 1

Marketing Poster Appropriate Score

Sample is clearly displayed on poster 5

Samples match description of tactic

Sample is included on poster 4

Samples mostly match description of tactic

Sample is included on poster 3

Some samples match description of tactic

Sample is not included on poster 2

Few samples match description of tactic

Sample is not included on poster 1

Samples does not match description of tactic