

**(500) Global Marketing Team (S)**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Technical Scoring Rubric**

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

<b>Evaluation of written marketing plan</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li><a href="#">Team Entry Form</a> - PDF format (must be keyed but does <i>not</i> have to be signed for pre-submission)</li> <li>Marketing Plan with Works Cited - PDF format</li> </ul> <p align="center"><i>All points or none are awarded by the technical judge.</i></p>				10	
Synopsis or mini-plan for business	1-5	6-10	11-15	16-20	
Company goals	1-5	6-10	11-15	16-20	
Description of customer needs	1-5	6-10	11-15	16-20	
Description of pricing strategy	1-5	6-10	11-15	16-20	
Competition	1-5	6-10	11-15	16-20	
Marketing mix	1-5	6-10	11-15	16-20	
Economic, social, legal, technological trends	1-5	6-10	11-15	16-20	
Human resources requirements	1-5	6-10	11-15	16-20	
Marketing timeline	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (230 points maximum)</b>					

**ANY MARKETING PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, AND WORKS CITED, WILL BE *DISQUALIFIED***