Global Studies Center-Cultural Communications Alliance
International Marketing Competition
Judging Criteria

Judge: _____

Team: _____

	WEAK	AVERAGE	ABOVE AVERAGE	STRONG
I. Research and Marketing Approach				
a. Appropriate exploration of language and culture (e.g. identified foreign language vocabulary correctly and used it within context, aware of cultural taboos, language connotations, and whether you sell these products there, how business is conducted there)	3	6	8	10
b. Logistics (trade and tariff restrictions, transportation, production, target cities, etc.)	3	6	8	10
c. Marketing (e.g. particular to the target culture: quantities, packaging, software licensing packages, distribution structures, how to market products in that culture, non-market strategies, pricing)	3	6	8	10
d. Demographics (e.g. target market: who will buy and use, who makes the purchase decision)	3	6	8	10
e. Resources: one page, five annotated resources (quality of resources, variety, thoroughness of investigation)	3	6	8	10
f. Creativity of Approach (e.g. uniqueness, thinking outside the box)	3	6	8	10
II. Corporate Social Responsibility (e.g. how does the marketing plan contribute to a social justice issue for the community.)	3	6	8	10
III. Effective Use of Multi-media (e.g. layout, clarity, organization of presentation, incorporation of audio-visual aids)	3	6	8	10
IV. Presentation Skills (e.g. voice, stance, speech, involvement of team members, engaging of the audience).	3	6	8	10
V. Responses to Judges' Questions (e.g. content, preparedness, professionalism)	3	6	8	10
TOTALS:				