

CREATIVE MARKETING PROJECT
EVALUATION FORM

		Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
PRESENTATION	1. Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	8-7	6-5	4-2	1-0	
	To what extent did the Chapter Representatives utilize Project management Skills					
	2. Initiate the project? (max 5) Execute and control the project (max 5)	10	9-8	7-5	4-0	
	3. Manage the project schedule? (max 5) Manage the project team? (max 5)	10	9-8	7-5	4-0	
	4. Evaluate and close the project?	5	4	3-2	1-0	
5. Overall performance, organization of information and selection and use of graphic aids	7-6	5-4	3-2	1-0		
Presentation Total Points (maximum 40)						
WRITTEN ENTRY	Executive Summary					
	6. 1-3 page description of the project.	4	3	2	1-0	
	Introduction					
	7. Problem is stated clearly	4	3	2	1-0	
	8. Significance of the problem studied	4	3	2	1-0	
	9. Appropriate background information is provided	4	3	2	1-0	
	Procedures and Research Methods Used					
	10. Description of: <ul style="list-style-type: none"> ▪ Primary (max 4) and secondary (max 4) research conducted ▪ Involvement of chapter members and businesspeople (max 4) 	12-10	9-7	6-4	3-0	
	Findings and Conclusions					
	11. Presentation of findings (max 6) and conclusions (max 6)	12-10	9-7	6-4	3-0	
	Recommendations					
	12. Recommendations resulting from the study (max 4) and plan for implementing the recommendations (max 4)	8-7	6-5	4-2	1-0	
	13. Projected outcomes from the implementation	4	3	2	1-0	
	14. Project presented to the appropriate officials	4	3	2	1-0	
	Appearance and Word Usage					
15. Professional layout, neatness, proper grammar, spelling and word usage	4	3	2	1-0		
Written Entry Total Points (maximum 60)						
Total Score						