

**CREATIVE MARKETING PROJECT  
EVALUATION FORM**

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