

State Farm® Marketing and Sales Competition

@ University of Central Missouri (UCM)

Marketing Presentation Evaluation (100 Points per Student)

Student Presenter/Code _____

Evaluator Number _____

0= nonexistent, 1 -2 poor, 3-4= fair, 5-6= good, 7-8= very good, 9-10 Excellent

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| <p><u>Creativity</u></p> <ul style="list-style-type: none"> Project is unique and addressed the question posed by the competition. Showed creativity that works. It is not just unusual but exciting and fresh. Superior risk-taking in creative experimentation. Ideas presented reached beyond current State Farm tactics and explored new opportunities. Ideas would spark engagement of current agency force and draw in new customers to the business. | <p><u>Creativity Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p> | <p><u>Comments</u></p> |
| <p><u>Feasibility</u></p> <ul style="list-style-type: none"> Can be validated. Didn't make broad generalizations. Provided data which informs decisions. Appropriate to resources. Could be reasonably executed by a local agent and their staff. Legal implications have at least been considered. | <p><u>Feasibility Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p> | <p><u>Comments</u></p> |
| <p><u>Presentation</u></p> <ul style="list-style-type: none"> Professional presentation. Logical, well-practiced and persuasive. Displayed confidence in style and content knowledge. Used appropriate visual aids. Clear and professional looking presentation that enhanced the message. | <p><u>Presentation Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p> | <p><u>Comments</u></p> |
| <p><u>Responding to Questions</u></p> <ul style="list-style-type: none"> Anticipated questions from panel members and provided logical and concise responses. Confirmed questions or objections are answered. | <p><u>Questioning Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p> | <p><u>Comments</u></p> |
| <p><u>Communication</u></p> <ul style="list-style-type: none"> Presenters used professional language. Had good tone and variation in pitch. Good non-verbals: eye contact/gestures. Displayed professional presentation skills. Poised and confident. Showed enthusiasm and confidence in approach; not scripted. | <p><u>Communication Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p> | <p><u>Comments</u></p> |
| | <p><u>Overall Score:</u></p> <p style="text-align: center;">Total _____</p> | |