IMC PLAN – PEER EVALUATION

TEAM ASSSESSED (NAMES)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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REVIEWING TEAM (NAMES)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Use the grid below to assess two other team’s IMC Plan. Make sure you are familiar with their SWOT and Current Situation Analysis. Validate the use of marketing theory to support strategies and the alignment of strategies with the SWOT analysis. Do the financials justify the action? Are the numbers plausible?

EVALUATE AS PER THE FOLLOWING GRID. Please note you may need to refer to the Situational Analysis and/or SWOT Analysis to determine appropriateness, alignment and fit. Please put comments on the back of this sheet as well.

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| --- | --- | --- | --- |
| Report Presentation | Spelling, referencing, quality, look and readability |  | 10 |
| Content | Appropriateness of Strategies, Alignment with SWOT and Situation Analysis? |  | 20 |
| Extrapolation | Uses information/references from beyond the case to support ideas. **Strategies are well supported by peer reviewed research** as well as industry research |  | 20 |
| Marketing Logic | Ability to use **marketing concepts and strategic theory** to present solutions |  | 20 |
| Creativity | Ability to think “out-of-the-box” and/or create **new** ideas to solve the marketing issues. |  | 30 |
| TOTAL |  |  | 100 |

COMMENTS/SUGGESTIONS (See the back as well, if needed):

SUMMARY COMMENTS:

Content:

Extrapolation:

Marketing Logic:

Creativity: