

Michigan FFA Association Marketing Plan Presentation Scorecard

Chapter: _____

Business Name: _____

	Points Possible	Earned	Comments
MARKETING PROCESS (understanding and clear presentation of the six parts of the marketing plan)			
Brief description/client status	5		
Marketing analysis	10		
Primary research	35		
Business proposal	15		
Strategies/action plan	30		
Budget	25		
Evaluation	10		
TOTAL MARKETING PROCESS POINTS	130		
COMMUNICATION <ul style="list-style-type: none"> • Examples explained, detailed • Speaking without notes, unrehearsed • Tone • All members participated • Eye contact • Mannerisms, gestures • Poised 	20		
QUESTIONS AND ANSWERS	50		
Presentation Total Points	200		
Written Plan Score	100		
Sub-Total (Written & Presentation):	300		
Deduction – Five (5) points for each minute, or major fraction thereof, presentation went over fifteen (15) minutes			
NET TOTAL POINTS			
Team Ranking:			