



WV DECA Promotion Plan

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judge Score
1. The oral presentation clearly expands and develops the objectives as written in the fact sheets	15-13	12-10	9-5	4-0	
2. The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered	8-7	6	5-4-3	2-1-0	
3. The media selection is realistic and properly defined in terms of reach, frequency and continuity	8-7	6	5-4-3	2-1-0	
4. The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered	8-7	6	5-4-3	2-1-0	
5. The advertising schedule shows continuity and logical order	8-7	6	5-4-3	2-1-0	
6. The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets	8-7	6	5-4-3	2-1-0	
7. The campaign stresses product and/or service benefits that appeal to the target marketing described	8-7	6	5-4-3	2-1-0	
8. Anticipated sales are given and are realistic in terms of the length and budget of the campaign. Mentions how the results will be evaluated	8-7	6	5-4-3	2-1-0	
9. The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original	7-6	5-4	3-2	1-0	
10. The written and oral presentations show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	7-6	5-4	3-2	1-0	
11. The campaign shows real creativity and uses a unique and effective approach	7-6	5-4	3-2	1-0	
12. Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage	4	3	2	1-0	
13. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	4	3	2	1-0	
Total Possible Points: 100	PRESENTATION TOTAL POINTS:				
	LESS PENALTY POINTS:				
	TOTAL SCORE:				