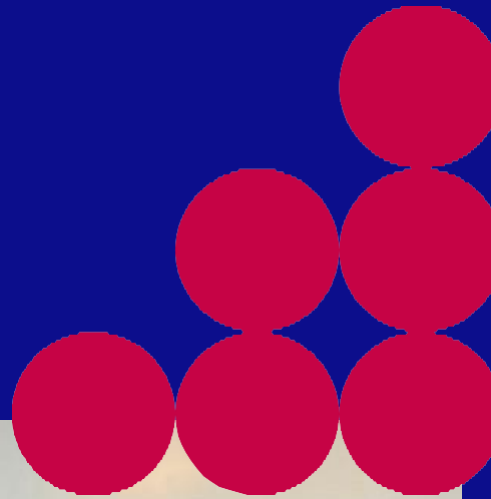


AISMC Marketing Pre-Qual

Pre-Qualification Assignment



Video Marketing Case Audition

INSTRUCTIONS

Step 1 — Review Case

- Carefully review the details of the mini-case provided.
- Identify key facts, stakeholders, and content that impact the situation.

Step 2 — Identify Three (3) Business Issues

- Share down three specific business issues related to the mini-case.
- For each issue:
 - Clearly state the issue
 - Provide a brief explanation (1—2 sentences) of why this is an issue

Step 3 — Select and Defend the Most Important Business Issue

- Choose one (1) business issue from the three business issues you identified above.
- Use a simple analytical framework (e.g., urgency, impact feasibility) to explain why this issue is the most important.
- Clearly articulate your reasoning for your choice in 2—3 sentences.

Step 4 — Propose Three (3) Strategies to Address the Chosen Business Issue

- Develop three potential strategies that could address the business issue you selected.
- For each strategy:
 - Provide a short description of the approach
 - Explain how it addresses the issue in 1—2 sentences

Step 5 — Select and Defend the Best Strategy

- Use a simple analytical framework (e.g. cost, ease of implementation, long-term impact) to evaluate the three strategies.
- Choose one strategy as the best solution.
- Explain why this strategy is the most effective in 2—3 sentences.

Step 6 —Outline the Selected Strategy

- Provide a clear and concise outline of your chosen strategy:
 - What actions need to be taken? Generally, what tactics will you employ?
 - Who is responsible to execute the strategy?
 - What outcomes are expected from your chosen strategy?

Step 7 — Prepare and Record Your Presentation

- Summarize your analysis and recommendations in a clear and engaging video presentation.
- Time Limit: Keep your video under 5 minutes

Include the following in your presentation:

Brief overview of the case and business issues	1 min
Description/explanation of the 3 issues you identified, identify your 1 chosen issue. then explain why it's the most important business issue	1-2 min
Description of your 3 potential marketing strategies to address that issue and why the single strategy you chose is the best	1-2 min
Total	<u>5 min</u>

Step 8 — Submit Your Video Presentation

- Upload your completed presentation to the designated platform by the deadline.
- Ensure your video is well-organized and stays within the time limit.

Rubric

Criteria	Score 1-2 (Poor)	Score 3-5 (Fair)	Score 6-8 (Good)	Score 9-10 (Excellent)
Value Proposition	Value proposition unclear, weak, or irrelevant; fails to excite audience.	Basic value proposition provided but lacks clarity or impact.	Clear and relevant value proposition; addresses problem or need.	Compelling, unique value proposition; excites and strongly resonates.
Credibility	Lacks credibility; no supporting evidence or metrics.	Some subject knowledge shown but limited supporting evidence.	Credible with good knowledge; uses relevant data or examples.	Highly credible; expert knowledge supported by strong data or metrics.
Persuasiveness	Unconvincing; arguments weak, no clear call to action.	Somewhat persuasive but lacks strong reasoning or action step.	Convincing argument with a clear and motivating call to action.	Extremely persuasive; arguments powerful and memorable call to action.
Engagement & Rapport	Fails to engage audience; poor presence and low energy.	Attempts engagement but inconsistent rapport or low confidence.	Engages audience well; confident tone and positive rapport.	Outstanding engagement; charismatic presence, strong audience rapport.
Handling Questions & Objections	Unable to address questions; avoids or mishandles objections.	Provides partial answers to questions; weak objection handling.	Addresses most questions and objections clearly with sound reasoning.	Masterfully handles all questions and objections with confidence and insight.