

*University of Ottawa, Telfer School of Management*  
**Video Case Study Marking Grid**

**Student Name:** \_\_\_\_\_  
**Student Name:** \_\_\_\_\_  
**Student Name:** \_\_\_\_\_  
**Student Name:** \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

**Type of Organization and Products and Services:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

<b>Presentation</b>	
Overall Quality of Video, Graphics, Animation and Audio	/5
Editing of Video	/5
Completeness of Video (Interviews, Characterization, Data, Hypothesis, Discussion, Solution Module)	/5
<b>Sub-total</b>	<b>/15</b>
<b>Content</b>	
Explaining the question/problem	/5
Setting the scene	/2.5
Cast of characters/quality of interviews	/2.5
Explaining products and services	/2.5
Presenting the data	/2.5
Discussing possible solutions	/5
Presenting the Solutions Manual/Instructor's manual	/15
<b>Sub-total</b>	<b>/35</b>
<b>Total</b>	<b>/50</b>

*Notes:*