



American Marketing Association Collegiate Case Competition Finalists Selection Process

- The selection process was completely blind reviewed by the judges and the Collegiate Chapter Council Selection Committee. The case coordinators, Gail Zank and Scott Swanson, did not have schools participating in the case competition.
- First, AMA Collegiate Headquarters randomly assigned cases into nine groups of four to five cases.
- Judges were randomly assigned to case judging teams - - nine teams of six judges were formed.
- Each judge received a group of four to five cases. A scoring rubric was provided based on the requirements of the case that were spelled out in the Kodak Gallery case that all teams received. The judges also had access to the Kodak Gallery case. The judges did not know the identity of the schools that they were judging.
- The judges independently scored the cases and sent in their scores electronically.
- The scores were then summarized with a comparison of means, medians, score ranges, etc. The scores were analyzed by the case coordinators to determine logical breaks in the data, resulting in thirteen cases vying for the top eight spots.
- The AMA Collegiate Chapter Council Selection Committee was brought in at this point. The final process was completely blind reviewed. No one on the Selection Committee knew the identity of the top thirteen cases (if their own schools case was in the top group, the particular committee member did not participate in the discussion or ranking of that case).
- Because of the value that is placed on the many expert judges (5 or 6 per case), every attempt was made to honor the judges' scores. Of the top eight cases rated by the judges, seven were also the highest ranked by the AMA Collegiate Chapter Council Selection Committee. They were selected as finalists. As such, the Selection Committee had virtually no influence in selecting these seven cases.
- The judges' scores for the remaining cases being considered were virtually identical. The selection of the eighth place case was based on a review of remaining cases by the AMA Collegiate Chapter Council Selection Committee using the rubric provided to the judges. The Selection Committee had no idea who the case teams were. Each of the remaining cases was discussed. Finally, the AMA Collegiate Chapter Council Selection Committee was asked to rank the final cases being considered. The case that was ranked as the top case by the majority committee became the final case team in the finalists group.