

Presentation 3 Grading Criteria: Selling Presentation

Speaker's name:

	Comments
For a grade of C:	
Advocates group action	
Ready on assigned date, includes being on time	
Scenario clearly explained	
Fits time guidelines	
All basic requirements fulfilled	
Topic reflects innovation and change	
Purpose is specific, and follows guidelines	
Thesis is phrased correctly	
Intro, body, conclusion are identifiable	
Organized using one of 4 org patterns	
Reflects adequate research	
Demonstrates overall coherence	
Contains appropriate # of main points	
Main points easy to identify, sufficiently developed	
Required # of sources used and clearly cited so credibility is obvious	
Reasonable competence in delivery	
Visuals are clear, neat, legible	
Outline correctly prepared	

Bibliography correctly prepared	
Contains no offensive material	
For a grade of B:	
Sufficiently challenging and teaches new information	
Connection to innovation and change is clear	
Introduction complete, all 5 parts effective	
Proposal/plan/product clearly explained	
Benefits are made clear	
Obvious possible objections answered	
Points clearly and logically organized	
Points sufficiently developed and clearly explained	
Points developed with sufficient evidence from sources	
Use of thoughtful transitions	
Discussion adapted to audience	
Conclusion is complete, parts effective	
Visuals enhance speech, displayed correctly, and are appropriate for professional presentation	
Appropriate physical communication	
Sufficient eye contact	
Conversational, energetic delivery with minimal reading	
Questions answered in a poised manner	
For a grade of A:	

Shows creativity	
Transitions are very clear, show how ideas are interconnected	
Presentation and speaker sustain positive audience interest and feeling	
Poised, fluent, articulate delivery	
Makes genuine contribution to audience's knowledge	
Questions answered fully and confidently	

General comments:

Strengths:

Areas for improvement: