

M7 – Final Project: Individual Pitch

Business Communication

Assignment Requirements

In Module 7, students will be challenged to develop an Individual Pitch and Pitch Deck.

The Individual Pitch Video (20%):

Develop a six-minute presentation to a specific audience of your choosing (e.g., your CEO, an executive board, a group of employees), in which you pitch a real product/service/idea.

This should be a 5 - 6 minute video recorded with Zoom or another software (with no post-production/editing), uploaded to YouTube and then embedded into your submission.

The Pitch Deck (5%):

Design a professional pitch deck (using PowerPoint, Prezi, or other) to accompany your presentation. The deck should include an appendix that will provide further detail on your pitch (e.g., product/services features, financial projections, interview/survey data)

There are three steps for submitting this assignment, both due **Sunday of Module 7, 11:59 pm**:

[Step 1: Submit the presentation video](#)

Embed the Individual Pitch, and upload the Pitch Deck (and any other supporting documents) to the M7 – Final Project: Individual Pitch Video assignment link.

[Step 2: Submit the presentation deck](#)

Upload the Pitch Deck (and any other supporting documents) to the M7 – Final Project: Individual Pitch Deck assignment link.

[Step 3: Embed the presentation](#)

Embed the video in you and your partner's thread in the M8 Class Discussion – Giving and Receiving Feedback forum. You will revisit this as part of your M8 Class Discussion.

We encourage students to practice recording early in the week. If you have any questions or issues setting up your Zoom meeting, recording, or submitting this assignment, please call the PSC—the phone number can be found in the **Technical Help** section of the course.

Pitch Rubric

This is an individual assignment and accounts for 25% of your overall grade. You will be assessed according to the following rubric

Criteria	Deficient 0 < score < 7	Adequate 7 < score < 8	Good 8 < score < 9	Excellent 8 < score < 10
The presenter...				
1. explains how the product/service/idea will work and/or solve a problem				
2. presents a solid, concrete plan for how the vision will be achieved (including what will occur after development)				
3. addresses audience concerns persuasively and considers counterarguments and objections				
4. uses persuasive strategies effectively (logos, pathos, ethos)				
5. uses appropriate scope (not too much or too little information) and provides enough context for those unfamiliar with the topic				
6. identifies a specific audience and uses language and tone specific to that audience				
7. delivers a clear and fully-developed presentation				
8. organizes ideas well (strong introduction, internal previews, transitions, memorable conclusion)				
9. employs an extemporaneous speaking style with effective tone, volume, pace, rhythm, and pitch				
10. uses effective eye contact, posture, gestures, and facial expressions to engage the audience				

Pitch Deck Rubric

This is an individual assignment and accounts for 25% of your overall grade. You will be assessed according to the following rubric

Criteria	Deficient 0 < score < 7	Adequate 7 < score < 8	Good 8 < score < 9	Excellent 9 < score < 10
The presenter...				
1. is appropriate for the specific audience and purpose				
2. visualizes ideas and arguments well				
3. uses data and evidence effectively (including citations, where appropriate)				
4. provides pertinent information in an appendix (including APA-style references)				
5. demonstrates the problem and solution clearly				
6. is well-organized and easy to follow				
7. uses images, videos, animations, and links effectively				
8. uses cohesive themes, fonts, and colors				
9. is free of grammatical and spelling errors				
10. is free of grammatical and spelling errors				