Management Communication Online Course Planning Communication Evaluation Arguments

Template Defined: **Evaluation Argument**

Please note that there is no rule for the number of criteria. Use the fewest number that yield a strong argument.

Planning Template for an Evaluation Argument	
1. State Subject of Evaluation	What or who is being evaluated and on what terms
2. State Criteria	The criteria you use for the evaluation
3. State Overall Evaluation	Your bottom-line evaluation of the subject
4. Prove the Evaluation	The evidence supporting the decision
Criterion 1	Evaluate subject with evidence based on the first criterion. May find negatives, positives, or both
Criterion 2	Evaluate subject with evidence based on the second criterion. May find negatives, positives, or both
Criterion 3	Continue proof on the remaining criteria