

Group Marketing Plan Presentation Rubric
BUS 261 Marketing

Criteria	Unacceptable	Acceptable	Exemplary	Points Awarded & Explanation
Adequate explanation of each component of the Marketing plan is connected to the client	(0) Less than 4 of the 8 points are adequately explained and connected to the client.	(30) 6 of the 8 points are adequately explained and connected to the client.	(50) All 8 of the points are adequately explained and connected to the client.	
Organization	(0) The presenters did not provide a road-map during introduction nor did they have a logical flow of topics. Created confusion for the audience.	(5) The presenters provided the audience with a road-map for the presentation during introduction, but deviated from that road-map at some points in the presentation.	(10) The presenters provided the audience with a road-map for the presentation during introduction and followed that road-map throughout the presentation with clear topic headings.	
Engagement	(0) Presentation completely lacked the use of both videos and pictures for illustration or used them at a minimal level with no engagement with audience.	(10) Presentation included pictures and video to illustrate points and keep the audience engaged, but lacked enthusiasm in engagement with the audience.	(15) Presentation included pictures and video to illustrate points and keep the audience engaged All presenters engaged the audience with enthusiasm and sparked audience participation.	

Group Marketing Plan Presentation Rubric
BUS 261 Marketing

Criteria	Beginning	Advancing	Proficient	Points Awarded & Explanation
Nonverbal	(0) No eye contact was made by at least one group member.	(10) Eye contact was made by all group members, but most members focused on one sector of the audience.	(15) Eye contact with entire audience throughout presentation by 100% of group members	
Time Limit	(0) Presentation was under 10 minutes or over 15 minutes	N/A	(10) Presentation lasted between 10-15 minutes	
			Total Points Awarded	_____/100