Commercial Rubric

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| Content | Full grasp (more than needed) of material in presentation and presenting commercial strategies. | Solid performance of material and answers all questions adequately but without elaboration. | Less than a full grasp of the information revealed rudimentary presentation and answers to questions. | No grasp of information, and unable to answer questions accurately. |
| Organization | Information presented in a logical interesting sequence that is easy for the audience to follow. | Information is presented in a logical sequence that is easy for the audience to follow but is a bit dull. | Presentation jumps around a lot and is not easy to follow although it is possible. | Audience cannot follow presentations because it follows no logical sequence. |
| Visual Aids | Visuals explained and reinforce the rest of the presentation. | Visuals relate to the rest of the presentation. | Visuals are too few or not related to the rest of the presentation. | Visuals not used or don’t make sense. |
| Presentation | - Speaks clearly, correctly, and precisely, loud enough for audience to hear and slowly enough for easy understanding.  - Eye contact consistent, minimal or no reading of notes | - Speaks clearly, pronounces most words correctly, loud enough to be easily heard and slow enough to be understood.  - Eye contact maintained except when looking at notes, which is too often | - Speaks unclearly, mispronounces many major terms, and speaks too softly or quickly to be easily understood.  - Some eye contact but mostly reading notes. | - Mumbles, mispronounces most important terms, and speaks too softly or rapidly to be understood at all.  - No eye contact, reads from notes. |

Overall Mark: /4 Names: