**Advertising, Special Events and Promotion**

**High School Event Rubric**

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| Category | 20 | 15 | 10 | 5 or less |
| Comprehension | Student is able to accurately answer almost all questions posed by classmates about the topic | Student is able to accurately answer most questions posed by classmates about the topic | Student is able to accurately answer a few questions posed by classmates about the topic | Student is able to accurately answer questions posed by classmates about the topic |
| Preparedness | Student is completely prepared and has obviously rehearsed | Student seems pretty prepared but might have needed a couple more rehearsals | The student is somewhat prepared, but is clear that rehearsal was lacking | Student does not seem at all prepared to present |
| Enthusiasm | Facial expressions and body language generate a strong interest and enthusiasm about the topic in others | Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others | Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat faked | Very little use of facial expressions or body language. Did not generate much interest in topic being presented |
| Speaks Clearly | Speaks clearly and distinctly all (100-95%) of the time, and mispronounces no words | Speaks clearly and distinctly (100-95%) of the time, but mispronounces one word | Speaks clearly and distinctly most (94-85%) of the time. Mispronounces no more than one word | Often mumbles or cannot be understood OR mispronounces more than one word |
| Posture and Eye Contact | Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation. | Stands up straight and establishes eye contact with everyone in the room during the presentation | Sometimes stands up straight and establishes eye contact | Slouches and/or does not look at people during the presentation |