**Assignment #3**

**Customer Loyalty Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **20** | **15** | **10** | **5 or less** |
|  |  |  |  |  |
| **Presentation** | Well-rehearsed with | Rehearsed with fairly | Delivery not smooth | Delivery not smooth |
|  | smooth delivery that | smooth delivery that | but maintains interest | and audience |
|  | holds audience | holds audience | of the audience most | attention often lost. |
|  | attention | attention most of the | of the time. |  |
|  |  | time |  |  |
| **Requirements** | All requirements are | All requirements are | One requirement was | More than one |
|  | exceeded. | met. | not completely met. | requirement was not |
|  |  |  |  | completely met. |
|  |  |  |  |  |
| **Attractiveness** | Makes excellent use | Makes good use of | Makes use of font, | Use of font, color, |
|  | of font, color, | font, color, graphics, | color, graphics, | graphics, effects |
|  | graphics, effects, etc., | effects, etc. to | effects, etc., but | detracts from the |
|  | to enhance the | enhance the | occasionally these | presentation content. |
|  | presentation. | presentation. | detract from the |  |
|  |  |  | presentation content. |  |
| **Content** | Covers topic in-depth | Includes essential | Includes essential | Content is minimal |
|  | with details and | knowledge about the | information about the | OR there are several |
|  | examples. Subject | topic. Subject | topic but there are 1- | factual errors. |
|  | knowledge is | knowledge appears to | 2 factual errors. |  |
|  | excellent. | be good. |  |  |
| **Organization** | Content is well | Uses headings or | Content is logically | There was no clear or |
|  | organized using | bulleted lists to | organized for the | logical organizational |
|  | headings or bulleted | organize, but the | most part. | structure, just lots of |
|  | lists to group related | overall organization |  | facts. |
|  | material. | of topics appears |  |  |
|  |  | flawed. |  |  |

**Total Score \_\_\_\_\_\_\_\_**

**Maximum 100 Points**