**Sales Promotion Group Slideshow – Content Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **20** | **15** | **10** | **5 or less** |
|  |  |  |  |  |
| **Organization** | Information is very | Information is | Information is | The information |
|  | organized with well- | organized with well- | organized, but | appears to be |
|  | constructed | constructed | paragraphs are not | disorganized. |
|  | paragraphs and | paragraphs. | well-constructed. |  |
|  | subheadings. |  |  |  |
| **Quality of** | Information clearly | Information clearly | Information clearly | Information has little |
| **Information** | relates to the main | relates to the main | relates to the main | or nothing to do with |
|  | topic. It includes | topic. It provides 1-2 | topic. No details | the main topic. |
|  | several supporting | supporting details | and/or examples are |  |
|  | details and/or | and/or examples. | given. |  |
|  | examples. |  |  |  |
| **Sequencing of** | Information is | Most information is | Some information is | There is no clear plan |
| **Information** | organized in a clear, | organized in a clear, | logically sequenced. | for the organization |
|  | logical way. It is easy | logical way. One slide | An occasional slide or | of information. |
|  | to anticipate the type | or item of | item of information |  |
|  | of material that might | information seems | seems out of place. |  |
|  | be on the next slide. | out of place. |  |  |
| **Content - Accuracy** | All content | Most of the content is | The content is | Content is typically |
|  | throughout the | accurate but there is | generally accurate, | confusing or contains |
|  | presentation is | one piece of | but one piece of | more than one factual |
|  | accurate. There are | information that | information is clearly | error. |
|  | no factual errors. | might be inaccurate. | flawed or inaccurate. |  |
| **Amount of** | All topics are | All topics are | All topics are | One or more topics |
| **Information** | addressed and all | addressed and most | addressed, and most | were not addressed. |
|  | questions answered | questions answered. | questions answered. |  |
|  |  |  |  |  |

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

**Maximum 100 Points**