**Marketing Goods and Services**

**The Decision-Making Process PowerPoint Assignment #2 Rubric**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| CATEGORY | **20** | **15** | **10** |  | **5 or less** |  |
| **Content** | Covers topic in-depth | Includes essential | Includes essential |  | Content is minimal |  |
|  | with details and | knowledge about the | information about |  | OR there are several |  |
|  | examples. Subject | topic. Subject | the topic but there |  | factual errors. |  |
|  | knowledge is | knowledge appears | are 1-2 factual |  |  |  |
|  | excellent. | to be good. | errors. |  |  |  |
|  |  |  |  |  |  |  |
| **Organization** | Content is well | Uses headings or | Content is logically |  | There was no clear |  |
|  | organized using | bulleted lists to | organized for the |  | or logical |  |
|  | headings or bulleted | organize, but the | most part. |  | organizational |  |
|  | lists to group related | overall organization |  |  | structure, just lots of |  |
|  | material. | of topics appears |  |  | facts. |  |
|  |  | flawed. |  |  |  |  |
|  |  |  |  |  |  |  |
| **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 etc. |  |
|  | graphics, effects, etc. | effects, etc. to | effects, etc. but |  | but these often |  |
|  | to enhance the | enhance to | occasionally these |  | distract from the |  |
|  | presentation. | presentation. | detract from the |  | presentation content. |  |
|  |  |  | presentation |  |  |  |
|  |  |  | content. |  |  |  |
|  |  |  |  |  |  |  |
| **Originality** | Product shows a | Product shows | Uses other people's |  | Uses other people's |  |
|  | large amount of | some original | ideas (giving them |  | ideas, but does not |  |
|  | original thought. | thought. Work | credit), but there is |  | give them credit. |  |
|  | Ideas are creative | shows new ideas | little evidence of |  |  |  |
|  | and inventive. | and insights. | original thinking. |  |  |  |
|  |  |  |  |  |  |  |
| **Presentation** | Well-rehearsed with | Rehearsed with | Delivery not smooth, |  | Delivery not smooth |  |
|  | smooth delivery that | fairly smooth | but able to maintain |  | and audience |  |
|  | holds audience | delivery that holds | interest of the |  | attention often lost. |  |
|  | attention. | audience attention | audience most of the |  |  |  |
|  |  | most of the time. | time. |  |  |  |
|  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_** **Maximum 100 Points**