

Dr. Close ~ Real World Marketing Project					
Student Names:		Presentation Date:			
Name of Company:		Overall Project Score: _____ out of 90 points			
Written Project (60 points):	<i>Excellent</i>	<i>Very Good</i>	<i>Satisfactory</i>	<i>Needs Improvement</i>	<i>n/a</i>
Appropriateness of the Interviewee (i.e., marketing executive)					
Adaptation of Interview Questions					
Substance/Quality of the Interview Questions/Follow Up Questions					
Covering Content of Marketing (including product, place, price, promotion)					
Grammar/Spelling					
Verbatim Transcription and analysis of their marketing strategy					
Presentation (30 points):					
Introduction of yourself/ the professional/the organization -> Transition into presentation					
Enthusiasm					
Limited reliance on notes					
Voices clear, strong, & modulated					
Content: product, place, price, promotion					
Professional dress/demeanor					
Posture/Eye contact					
Visual aids					
Use of demonstrations/models/props/examples					
Clarity of arguments/information					
Completeness of presentation					
Suggesting YOUR feedback on the company					
Suggesting your ideas for next steps for the company					
Organization of presentation					
Overall impression					

General Comments: