

Figure 1 Project Presentation Evaluation Form

Team making presentation # _____ Your team # _____

Please rate the project presentation on the following dimensions:

	1	2	3	4
	Poor	Fair	Good	Excellent
1. Appearance of the presenters.	_____	_____	_____	_____
2. Quality of oral presentation. (Were points made clearly and concisely?)	_____	_____	_____	_____
3. Quality of visual aids used. (Were visual aids clear and easily interpretable from the audience?) <i>(Product examples/samples)</i>	_____	_____	_____	_____
4. Quality of situational analysis. (Did presentation focus on major situational factors which affect the marketing plan?)	_____	_____	_____	_____
5. Quality of problem and opportunity analysis. (Did team discover what appear to be the major problems and opportunities for the marketing of this product?)	_____	_____	_____	_____
6. Quality of marketing plan. (Did the team construct an internally consistent, potentially successful plan?)	_____	_____	_____	_____
7. Quality of time allocated. (Overall, did the team allocate their time well in presenting the project?)	_____	_____	_____	_____
8. How interesting was the presentation?	_____	_____	_____	_____
9. Overall, how thoroughly do you think this project was researched?	_____	_____	_____	_____
10. Overall, how would you rate the quality of this analysis and presentation?	_____	_____	_____	_____
<i>Practitioner Insights/visit</i>				
Total Score _____				
(Add values from questions 1 through 10)				