**Presentation Grading Rubric**

**Media Sales and Sales Management**

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|  | **Excellent (A, A-)**  (Exceeds graduate course relative standards\*) | **Good (B+, B)**  (Meets graduate course relative standards\*) | **Poor (B-, C+, C)**  (Fails to meet graduate course relative standards\*) | |
| **Theme/Tag**  **Line**  (8 points) | The presentation has an original, relevant, memorable theme or tag line that relates to or hints at the Big Idea or primary solution later in the presentation. | The presentation has a relevant theme or tag line that is consistent with the Big Idea or primary solution later in the presentation. | The presentation does not have a relevant theme or tag line or has one that is ordinary, silly, or has no relation to ideas or solutions later in the presentation. |
| **Structure/**  **Organization**  (20 points) | The presentation has an overall structure that generally follows the structure and order outlined in the Checklist for Customized, Insight-Oriented, Solution-Based Presentations PowerPoint, and the slides are logically organized. The presentation tells a compelling story that leads to an inevitable conclusion. | The presentation’s structure vaguely follows the structure and order outlined in the Checklist, and the slides are logically organized. The presentation contains a convincing argument that leads to a logical conclusion. | The presentation’s structure does not follow the structure and order outlined in the Checklist, and the slides are not logically organized, so that there is not a convincing conclusion. |
| **Research**  (15 points) | The presentation utilizes relevant, current research and statistics from many sources that support its claims, insights, and solutions. All research is properly sourced. | The presentation utilizes current research and statistics that support its claims, insights, and solutions. The research is properly sourced. | The presentation does not utilize current research or statistics or uses research and statistics that are not relevant or persuasive. The research and statistics are not properly sourced. |
| **Look and Feel**  (14 points) | The presentation’s overall design, graphics, animations, and look are pleasing and not jarring or distracting. Slides have relevant, supporting graphics and screen shots that enhance, are relevant to, and support the text. Slides are uncluttered and are not loaded with text. | The presentation’s overall design, graphics, animations, and look are relatively pleasing and not jarring or distracting. Slides generally have relevant, supporting graphics and screen shots that support the text. Slides are generally uncluttered and not loaded with text. | The presentation’s overall design, graphics, animations, and look are not pleasing and are jarring or distracting. Slides do not generally have relevant, supporting graphics or screen shots that support the text. Slides are cluttered and loaded with text. |
| **Delivery**  (13 points) | Presenters speak clearly and intelligibly (don’t mumble), and are easy to hear. Presenters are also supportive of other team members who present, and handoffs are seamless and quick. Presenters also handle technology effortlessly, and smile and pay attention to other presenters on their team. | Most of the presenters speak clearly and intelligibly, and are relatively easy to hear. Presenters are also supportive of other team members, and handoffs are relatively seamless and quick. Presenters do not fumble with the presenting technology, and generally smile and pay attention to other presenters on their team. | Presenters do not speak clearly or intelligibly, and are not easy to hear. Presenters generally are not supportive of other team members (move around too much or don’t pay attention) and handoffs are often awkward. Presenters fumble with the technology and sometimes look glum and are inattentive. |
| **Originality**  (10 points) | The Big Ideas, insights, and solutions are original (often clever), not derivative, trite, or mundane. | The Big Ideas, insights, and solutions are not derivative, trite, or mundane. | The Big Ideas, insights, and solutions are derivative, trite, mundane, and don’t relate to the solutions offered in the presentation. |
| **Writing Style**  (20 points) | The presentation has proper grammar, punctuation, and spelling throughout, and makes points that are concise and logically consistent. Points avoid clichés and informal, colloquial phrases and language. Points also avoid jargon and technobabble and are straightforward and use every-day language. | The presentation generally has proper grammar, punctuation, and spelling throughout, and makes points that are logically consistent. Points avoid clichés, and informal, colloquial phrases and language. Points avoid too much jargon and technobabble and are straightforward and use every-day language. | The presentation does not generally have proper grammar, punctuation, or spelling throughout, and it often makes points that are logically inconsistent. The writing is muddy, wordy, and not clear and uses too many clichés, uses informal language, and has too much jargon and technobabble – does not use every-day language. |

**\*** See course Syllabus for the definition of relative versus absolute standards.

A = 95-100 points; A- = 90-94 points; B+ = 85-89 points; B = 82-84 points; B- = 80-81 points; C+ = 75-79 points; C = 72-74 points; C- = 70-71 points.