

MKTG 489 Grading Rubric for Oral Presentations

Criteria	Very Poor*	Poor*	Average*	Good*	Excellent*	Score
Introduction	No Introduction used.	Is underdeveloped and irrelevant	Makes the audience curious to hear about the topic	Gets audience attention immediately by starting with a statement/ relevant humor	Introduction is new, original and intelligent at a level appropriate to the audience.	
Main Point	No main point used	Difficult to identify and does not emerge in the presentation	Not always clear and is developing	Clearly addresses the question and focuses on the topic	Is fully developed and organized and moves into the topic from Introduction easily	
Supporting Material	No supporting material used	Generalized or inappropriate with no relevance to the topic	Lacks originality or adequate development	Logical and relevant, backs all topics with examples	All supporting materials are backed by strong evidence displaying a superior control of the presentation	
Transitory Point	No transitory point used	Transitions from one point to another is not coherent	Divides the topic into three or four sub-topics and moves between them randomly	Discusses pre-prepared sub-topics in a logical order.	Transitions from one topic to another is very smooth and natural	
Vocal Delivery	The speaker fails to communicate and is not intelligible	Inappropriate or ineffective articulation, which disrupts communication with the audience	Speech is hampered by occasional lazy articulation such as slurring or run-together words appearing to be spontaneous	Appropriate pronunciation is maintained. Speech is spontaneous throughout; notes may assist the speaker but do occasionally interrupt the flow	Delivery appears spontaneous throughout; notes may assist but do not interrupt or interfere with delivery	
Effective Language	Consistently incorrect usage of words or phrases – and /or – offensive language	Muddled meaning; distracting in sentence structure or word usage	Generally clear delivery; minor articulation problems, such as but not limited to, slurring or running words together	Clear word choices and expressions; no grammatical errors	Clear and distinctive words, expressions, and sentence structures; rapt audience attention	
Overall Organization	No organization is evident	Ideas not focused or developed; unclear purpose	Main idea evident; however, weak organizational structure	Main idea clear with relevant examples and smooth flow	Clear purpose; exceptionally well organized, developed and supported ideas	
Conclusion	No conclusion	Abrupt, ending without connection to subject	Acceptable work needing additional development	Satisfying review of highlights	Outstanding topic review; strong sense of closure	

* Very Poor: When the subject does not use any of the necessary criteria

* Poor: The subject makes an effort but fails

* Acceptable: When the subject meets the basic requirement

* Good: When the subject is well-prepared and hence would do very well in a prepared presentation

* Excellent: When the subject is a natural communicator and can talk about the topic with ease.

Comments: