ENG 211- MARKETING PRESENTATION RATING SCALE	(Duration: 5 minutes) Time:
Name of the student:	Section:

INTRODUCTION	very good	good	average	below average	poor
The presenter:	2.5	2	1.5	1	0.5
•greets audience					
•introduces him / herself					
•includes an effective & well-integrated					
attention-getting technique					
•introduces the topic clearly					
•shows overview appropriately					
CONCLUSION	very good	good	average	below average	poor
The presenter:	2.5	2	1.5	1	0.5
•summarizes main points effectively					
•leaves the audience with a memorable					
remark					
•invites & handles questions effectively					
•includes a reference list in APA format					
ORGANIZATION	very good	good	average	below average	poor
The presenter:	5	4	3	2	1
•balances parts in terms of length &					
content					
 has a coherent progression of ideas 					
moves smoothly between parts of					
presentation					
•uses a variety of signposts & transitions		ı	1		
CONTENT	very good	good	average	below average	poor
The presenter:	5	4	3	2	1
•adjusts the content for a general		I	1		
audience					
gives truly informative content					
•offers sufficient, effective & relevant					
supports for the points raised					
• uses a variety of supporting techniques					
(examples, statistics, testimonies etc.)					
•cites sources following the conventions of oral citation during the presentation					
•acknowledges the source(s) used					
during the presentation (orally and/ or in					
written form)					

DELIVERY	very good	good	average	below average	poor
PHYSICAL DELIVERY The presenter: •is speaking, not reading •uses appropriate and effective gestures •establishes eye-contact •moves purposefully	5	4	3	2	1
VOCAL DELIVERY The presenter speaks: • at an appropriate pace • fluently avoiding frequent repetitions, hesitations & gap fillers • loudly & clearly • with spoken language intonation					
LANGUAGE	very good	good	average	below average	poor
The presenter:	5	4	3	2	1
 employs characteristics of spoken formal discourse uses topically rich and diverse vocabulary uses grammar correctly uses correct pronunciation 					
DESIGN OF AUDIO-VISUAL AIDS	very	good	average	below average	poor
The presenter's visuals: •are relevant & effective •are of a reasonable number •are visible / audible •are not distracting •do not have spelling / grammar mistakes •include correct reference information	2.5	2	1.5	1	0.5
DELIVERY OF AUDIO-VISUAL AIDS	very good	good	average	below average	poor
The presenter makes sure that s/he: • integrates AVs smoothly & clearly • uses relevant signposts to introduce AVs • elaborates on each visual effectively & at appropriate pace (doesn't merely show AVs) • doesn't turn his/her back to audience • points when necessary	2.5	2	1.5	1	0.5

Deduct points from the related sections in case of extreme reading & memorization.