

Brand Study / Presentation Score Sheet

Brand Name: _____

Members of the Group: _____

This Score Sheet belongs to (Member): _____

1. Quality of the Delivery (5 points total – italicized standards are individually assessed)

- a. The material is presented in a logical order. ____/1
- b. *Presenter keeps attention and engages the audience.* ____/1
- c. *Volume, pitch, and body language are professional-grade.* ____/1
- d. *Presenter is dressed in business casual attire.* ____/1
- e. *Presenter does not simply read slides but speaks with authority using minimal notes.* ____/1

TOTAL: ____ / 5

2. Quality of Content (5 points total)

- a. A thesis is stated either in the beginning and/or the end and is well supported (Unity). ____/2
- b. The material reflects thorough research. ____/1
- c. Choice of Information presented demonstrates strategy for increased understanding. ____/.5
- d. Conclusions presented are backed with evidence. ____/.5
- e. Visuals are of professional quality. ____/.5
- f. Visuals demonstrate thought and creativity. ____/.5

TOTAL: ____/5

3. Quality of Handout (5 points total)

- a. Handout is one sheet of paper. ____/1
- b. Bibliography is in proper format. ____/1
- c. Choice of information demonstrates strategy for increased understanding. ____/1
- d. Handout is well-edited; professional-grade. ____/1
- e. Handout is visually appealing. ____/1

TOTAL: ____/5

PROJECT TOTAL = ____ / 15

Instructor Comments: