



**STUDYDADDY**

# Get Homework Help From Expert Tutor

[Get Help](#)

| Points: 200   | Assignment 4: Part D Your Marketing Plan – Presentation   |  |  |   |
|---|---|--|--|---|
| Criteria  | Unacceptable<br><br>Below 70% F   | Fair<br><br>70-79% C   | Proficient<br><br>80-89% B   | Exemplary<br><br>90-100% A  |
| <p>1. Present the major points of your marketing plan.</p> <p>Weight: 20%</p>   | <p>Did not submit or incompletely presented major points of your marketing plan.</p>                              | <p>Partially presented the major points of your marketing plan.</p>                                    | <p>Satisfactorily presented the major points of your marketing plan.</p>                                       | <p>Thoroughly presented the major points of your marketing plan.</p>  |
| <p>2. Clearly convey your ideas.</p> <p>Weight: 20%</p>   | <p>Great difficulty communicating ideas. Little preparation or incomplete work.</p>                               | <p>Some difficulty communicating ideas due to lack of preparation, or incomplete work.</p>             | <p>Communicates ideas with proper clarity. Adequate preparation and delivery.</p>                              | <p>Communicates ideas with appropriate language and delivery.</p>   |
| <p>3. Present in a professional manner.</p> <p>Weight: 30%</p>  | <p>The presentation was not delivered in a professional manner. Numerous gaps were found in the presentation.</p> | <p>The presentation was delivered but not professional. Many gaps in the flow of the presentation.</p> | <p>The presentation was delivered in a professional manner. Very few gaps in the flow of the presentation.</p> | <p>The presentation was delivered in a very professional manner. Very few gaps in the flow of the presentation.</p> |
| <p>4. Use technology (e.g., audio quality, video quality, naming conventions) to convey ideas.</p> <p>Weight: 15%</p> | <p>Did not submit or incompletely used technology effectively. Naming conventions were missing.</p>               | <p>Partially used technology somewhat effectively. Naming conventions were partially covered.</p>      | <p>Satisfactorily used technology effectively. Naming conventions were acceptably covered.</p>                 | <p>Thoroughly used technology very effectively. Naming conventions were perfect.</p>                                |
| <p>5. Use proper grammar.</p> <p>Weight: 15%</p>  | <p>Grammar includes more than 5 grammatical errors, mispronunciation errors, etc.</p>                             | <p>Grammar includes 3-4 grammatical errors, mispronunciation errors, etc.</p>                          | <p>Grammar includes 2-3 grammatical errors, mispronunciation errors, etc.</p>                                  | <p>Grammar is correct. No errors in presentation.</p>   |



**STUDYDADDY**

# Get Homework Help From Expert Tutor

[Get Help](#)