Oral Presentation Rubric : Group Project: Creating an International Business Plan

Teacher Name: **Marketing Class**

Student Name: _____

CATEGORY	4	3	2	1
Content	Shows a full understanding of the topic.Includes all 4 components: product description, foreign business environment, market potential, export details.	Shows a good understanding of the topic. Includes 3 of the 4 components.	Shows a good understanding of parts of the topic. Includes 2 of the 4 components.	Does not seem to understand the topic very well. Only includes 1 or none of the plan components.
Props	Student uses several props/visuals (could include costume) that show considerable work/creativity and which make the presentation better.	Student uses 1 prop/visual that shows considerable work/creativity and which make the presentation better.	Student uses 1 prop/visual which makes the presentation better.	The student uses no props/visuals OR the props chosen detract from the presentation.
Collaboration with Peers	Almost always listens to, shares with, and supports the efforts of others in the group. Tries to keep people working well together.	Usually listens to, shares with, and supports the efforts of others in the group. Does not cause "waves" in the group.	Often listens to, shares with, and supports the efforts of others in the group but sometimes is not a good team member.	Rarely listens to, shares with, and supports the efforts of others in the group. Often is not a good team member.
Posture and Eye Contact	Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation.	Stands up straight and establishes eye contact with everyone in the room during the presentation.	Sometimes stands up straight and establishes eye contact.	Slouches and/or does not look at people during the presentation.
Speaks Clearly	Speaks clearly and distinctly all (100-95%) the time, and mispronounces no words.	Speaks clearly and distinctly all (100-95%) the time, but mispronounces one word.	Speaks clearly and distinctly most (94-85%) of the time. Mispronounces no more than one word.	Often mumbles or can not be understood OR mispronounces more than one word.