**Evolution of the Promotion of a Product** **Rubric #2**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **CATEGORY** |  | **20** |  | **15** |  | **10** |  | **5** |  |  |
| **Quality and Quantity of** **Slides** |  | Good balance of words and visuals 7 or more slides |  | Too many words per slide or too many visuals and not enough content per slide 5-7 slides |  | Incomplete Contact  Information, missing one or two essential parts  Less than 5 slides |  | Slides with incomplete information and lack of WOW factor 3 or less slides |  |  |
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| **Describe** **Changes in** **Promotional** **Strategies and** **Your Opinions** |  | Showed excellent depth of research and changes in promotional strategies – Opinions thoroughly explained |  | Showed good use of research and promotional strategies –  Opinions were explained |  | Showed some research of promotional strategies – Opinions were limited |  | Incomplete research of promotional strategies – Opinions were  minimal |  |  |
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| **Slide Transitions** |  | Excellent - appropriate transitions |  | Good - could use  more transitions |  | Fair - very few  transitions used |  | Poor - no transitions  used |  |  |
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| **Comprehension** **of Material in the Presentation** |  | Easy to comprehend right amount of words mixed with appropriate visuals |  | Too many words,  hard to follow |  | Too many pictures  and not enough content |  | Did not cover the  intended goals of the assignment |  |  |
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| **Overall Quality**  **of the** **PowerPoint** **Presentation** |  | Excellent- professionally covered all information |  | Good—covered  content, needed  more |  | Incomplete—did not cover all topics,  needed more information and better presentation |  | Poor—covered very  little content, purpose of the assignment was not addressed |  |  |
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Total Score \_\_\_\_\_\_\_\_\_\_\_

Maximum 100 Points