

Fundamentals of Marketing (BUS 2210)

PRESENTATION EVALUATION FORM

FM

Your Group # _____

Date _____

After watching each individual or team's presentation, circle the grade that best represents your assessment of their performance.

Take into account the marketing strategy, its effectiveness as evidenced by net contribution margin, future outlook of the company and lesson learned/recommendations as well as the professionalism of their presentation.

Please avoid straight line response; i.e., choosing As..Bs... for all the presenters or groups. If you do, your score will not be taken into account. Also if a presenter is reading, you should give C as per the course outline. You may give a C+ if they did very well in the Q/A session, or for some other reasons which you liked. If so, write a short note in the margin. If you give a B or higher to a presenter who is obviously reading, you lose your credibility and thus your mark will be dismissed as biased.

Presentation 1 F D C C+ B B+ A A+

Name of the presenter or team _____ Mark _____

Reading from a paper, cue card or computer screen: Yes _____ No _____

Presentation 2 F D C C+ B B+ A A+

Name of the presenter or team _____ Mark _____

Reading from a paper, cue card or computer screen: Yes _____ No _____

Presentation 3 F D C C+ B B+ A A+

Name of the presenter or team _____ Mark _____

Reading from a paper, cue card or computer screen: Yes _____ No _____

Presentation 4 F D C C+ B B+ A A+

Name of the presenter or team _____ Mark _____

Reading from a paper, cue card or computer screen: Yes _____ No _____