



# ORAL PRESENTATION OVERVIEW

## Rubric & Scoring Elements

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

ELEMENT	JUDGING CRITERIA	TASK ALIGNMENT
<b>Pitch/Problem</b>	<p><i>How well does the company articulate a clear pitch or solution to a current problem?</i></p> <p>The company pitch should answer the questions: What are you selling? Who needs it? Why do they need it?</p>	DT-2 DT-3
<b>Target Market</b>	<p><i>How well does the company understand and segment its target market?</i></p> <p>The company's target market should be clearly defined, including demographic, psychographic and geographic characteristics. An effective company will define and segment its market in terms that will allow it to find and target those who are most able and likely to become customers.</p>	MKT-2 MKT-3
<b>Marketing Plan</b>	<p><i>Is there an effective plan in place to attract/retain customers thereby increasing sales?</i></p> <p>Companies should address their specific plans related to product, pricing, placement, promotion, and positioning. An effective marketing plan should include strategies to promote their products and services to the stated target market. Strategies may include: web-based marketing (Portal ad campaign), direct sales-phone, direct email, social media, trade shows, international sales promotions, etc.</p>	MKT-4 MKT-5 MKT-8
<b>Results &amp; Learning</b>	<p><i>How have the results impacted the company's decision making?</i></p> <p>Presentation should include the outcomes of the marketing plan strategies and how the company has applied what it has learned. The most impactful metrics will be sales results versus projections, but other metrics could include web traffic trends, new customers acquired, promotional codes activated, feedback forms submitted, etc.</p>	SLS-9
<b>Quality of Presentation</b>	<p><i>How well does the company present the material?</i></p> <ul style="list-style-type: none"> <li>• <b>Organization:</b> Presentation content is organized in a logical way.</li> <li>• <b>Delivery:</b> Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact.</li> <li>• <b>Appearance:</b> Presenter(s) are dressed professionally and display appropriate body language.</li> <li>• <b>Composure:</b> Presenter(s) are poised and display confidence.</li> <li>• <b>Efficacy:</b> Presentation is engaging and effective.</li> </ul>	MKT-9
<b>Q&amp;A</b>	<p><i>How well does the team answer questions based on the presented materials?</i></p> <ul style="list-style-type: none"> <li>• Are they able to effectively answer your questions?</li> <li>• Are they able to provide additional context or clarity that enhances the information presented?</li> <li>• Are their responses consistent with the information that was presented?</li> </ul>	