

HA 3364: Grading Report for Social Media Consulting Presentation (Assignment 3)

	<p>STRATEGY AND APPROACH; AUDIENCE ANALYSIS</p> <ul style="list-style-type: none"> • Chose an appropriate scope for the assignment. • Tailored ideas to the company. • Addressed audience members' concerns. 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	<p>CONTENT AND EVIDENCE</p> <ul style="list-style-type: none"> • Clearly described the technology and its importance to the company. • Demonstrated in <i>a concrete way</i> how the recommendations would work. • Was persuasive: solid external evidence and support. • Presented logical, convincing arguments. • Provided depth and details, but not too much. • Provided costs and potential obstacles. 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	<p>ORGANIZATION</p> <ul style="list-style-type: none"> • Used an introduction appropriate to the topic and audience: clear purpose/main point. • Provided a preview (agenda). • Used clear and effective organization. • Effectively transitioned among team members. • Included a strong closing. 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	<p>DELIVERY</p> <ul style="list-style-type: none"> • Spoke extemporaneously/naturally. • Engaged the audience. • Demonstrated appropriate energy and enthusiasm. • Used appropriate pace, volume. • Used appropriate eye contact, gestures, movement. • Addressed questions directly, clearly, and concisely. • Took a collaborative team approach to Q&A. 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	<p>VISUAL SUPPORT</p> <ul style="list-style-type: none"> • Chose slides selectively to support content. • Demonstrated clear organization; easy to follow. • Chose a clear, attractive format. • Used meaningful graphics. 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	<p>TOTAL</p> <p>20 = A+ 15 = C</p> <p>19 = A 14 = C-/D+</p> <p>18 = A-/B+ 13 = D</p> <p>17 = B 12 and below = F</p> <p>16 = B-/C+</p>	