**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Presentation Evaluation Sheet**

Group Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Professionalism 5 4 3 2 1
  + *Presentation flows seamlessly*
  + *Maintain eye contact with audience*
  + *Speak clearly and carefully*
  + *Appear prepared and organized*
* Persuasion: How convinced are you that ... 5 4 3 2 1
  + *The products are effective?*
  + *They used the market research survey effectively?*
  + *The products match the intended audience?*
  + *The audience will respond favorably?*
  + *The argumentation is logical and sound?*
* Content 5 4 3 2 1
  + *Does the presentation make sense?*
  + *Did they describe their learning clearly?*
  + *Do they effectively critique their own work?*
  + *Do they appear knowledgeable about audience engagement?*
  + *Do they effectively fuse engagement and marketing principles?*

In the space below, describe:

* Two strengths of the presentation
* One weakness of the presentation