High School Marketing Plan Performance-Based Assessment
Oral Presentation Score Sheet

STANDARDS	BENCHMARKS/PERFORMANCE INDICATORS			
BLK 2.0 Apply the conventions and principles of communication in business and industry to inform and influence marketing decisions.	**BLK 2.4** – Make an oral presentation of the marketing plan to an audience of practitioners.			
	Concept Summary			
	4 – Exceeds	**3 – Meets**	**2 – Nearly Meets**	**1 – Does Not Meet**
	Students create and deliver a **clear and comprehensive** presentation detailing the **essential** components of the plan. Students **adeptly** integrate multiple sources of information in order to make informed decisions and solve problems.	Students create and deliver an **acceptable** presentation detailing the **essential** components of the plan. Students **sufficiently** integrate multiple sources of information in order to make informed decisions and solve problems.	Students create and deliver a **vague** presentation detailing **some** of the essential components of the plan. Students **inadequately** integrate multiple sources of information in order to make informed decisions and solve problems.	Students create and deliver an **unclear and insufficient** presentation detailing **very few** of the essential components of the plan. Students **do not** integrate multiple sources of information in order to make informed decisions and solve problems.
	Analysis of Evaluation of Results			
	10 – Exceeds	**7 – Meets**	**4 – Nearly Meets**	**1 – Does Not Meet**
	Students **thoroughly** describe the results of the execution of the plan, and present a **clear and comprehensive** analysis and justification for the methods used.	Students **adequately** describe the results of the execution of the plan, and present a **thoughtful** analysis and justification for the methods used.	Students **vaguely** describe the results of the execution of the plan, and present an **inadequate** analysis and justification for the methods used	Students **do not** describe the results of the execution of the plan, and present an **unclear** analysis and justification for the methods used
	Recommendations for Improvement			
	10 – Exceeds	**7 – Meets**	**4 – Nearly Meets**	**1 – Does Not Meet**
	Students present **clear and feasible** recommendations for improvement of the plan.	Students present **insightful** recommendations for improvement of the plan.	Students present **sufficient** recommendations for improvement of the plan	Students present flawed recommendations for improvement of the plan
	Verbal Presentation Skills			
	4 – Exceeds	**3 – Meets**	**2 – Nearly Meets**	**1 – Does Not Meet**
	Students do the following **exceptionally well**: speak clearly, fluently, confidently, and expressively to convey a clear and distinct perspective, such that listeners can follow the line of reasoning. Students **adeptly** adapt speech to a variety of contexts and tasks, demonstrating a command of formal English.	Students do the following **proficiently**: speak clearly, fluently, confidently, and expressively to convey a clear and distinct perspective, such that listeners can follow the line of reasoning. Students **competently** adapt speech to a variety of contexts and tasks, demonstrating a command of formal English.	Students do the following **satisfactorily**: speak clearly, fluently, confidently, and expressively to convey a clear and distinct perspective, such that listeners can follow the line of reasoning. Students **sufficiently** adapt speech to a variety of contexts and tasks, demonstrating a command of formal English.	Students do the following **poorly**: speak clearly, fluently, confidently, and expressively to convey a clear and distinct perspective, such that listeners can follow the line of reasoning. Students **inadequately** adapt speech to a variety of contexts and tasks, demonstrating a command of formal English.

Visual Support			
4 – Exceeds	**3 – Meets**	**2 – Nearly Meets**	**1 – Does Not Meet**
Students **clearly and effectively** make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) to enhance understanding of findings, reasoning, and evidence, and to add interest.	Students **proficiently** make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) to enhance understanding of findings, reasoning, and evidence, and to add interest.	Students **sufficiently** make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) to enhance understanding of findings, reasoning, and evidence, and to add interest.	Students **inadequately** use digital media (e.g., textual, graphical, audio, visual, and interactive elements) to enhance understanding of findings, reasoning, and evidence, and to add interest.

Question and Answer			
10 – Exceeds	**7 – Meets**	**4 – Nearly Meets**	**1 – Does Not Meet**
Student responds **clearly and comprehensively** to the questions posed by practitioners.	Student responds **competently** to the question posed by practitioners.	Student responds **appropriately** to the question posed by practitioners.	Student responds **vaguely and inaccurately** to the question posed by practitioners.

Overall Presentation			
8 – Exceeds	**6 – Meets**	**4 – Nearly Meets**	**2 – Does Not Meet**
Students do the following **exceptionally well**: • Demonstrate knowledge of written plan • Deliver clear explanations and responses to questions • Provide a logical analysis of the business environment with supporting evidence • Give a thorough presentation	Students do the following **proficiently**: • Demonstrate knowledge of written plan • Deliver clear explanations and responses to questions • Provide a logical analysis of the business environment with supporting evidence • Give a thorough presentation	Students do the following **adequately**: • Demonstrate knowledge of written plan • Deliver clear explanations and responses to questions • Provide a logical analysis of the business environment with supporting evidence • Give a thorough presentation	Students do the following **poorly**: • Demonstrate knowledge of written plan • Deliver clear explanations and responses to questions • Provide a logical analysis of the business environment with supporting evidence Give a thorough presentation