English for Marketing – Marketing Plan Grading Criteria

Student Name: **Matriculation number:**

Lecturer: **Date:**

Topic:

Delivery – individual   Sub-total:……./15

Voice

0	1	2	3	5
unclear, monotone, quiet	|---------------ok--------------|		good	clear, varied pace and pitch

Presence

0	1	2	3	5
lack of visibility, no proper posture, lack of engagement	|------some engagement--------| better posture		good	expressive, engaging body language

Reference

0	1	2	3	4	5
always reading from notes, no eye contact	|--some eye contact with little free speaking--|		|--better eye contact and more free speaking--|		free speaking with good eye contact

Presentation visuals   Sub-total:……./5

Effectiveness in supporting

0	1	3	5
didn't support presentation			excellent

Content – marketing plan   Sub-total:……./30

Topic covered – Group

0	3	6	10
vague	|------------------------------acceptable----------------------------|		excellent

Structure (*opening-main body-closing*) – Group

0	3	6	10
confusing structure	|------------------------------acceptable---------------------------|		excellent

Question response – individual

0	3	6	10
didn't answer the question	|------------------------------acceptable---------------------------|		excellent

Language Skills – individual   **Sub-total:…………../30**

Fluency

0	1	5	8	10
incomprehensible	hesitant/unsure	acceptable	good	very articulate

Accuracy

0	1	2	5	6	8	10
errors impede communication	|-----many errors-----|		|-----some errors-----|		good	excellent

Vocabulary and Signposting

0	1	2	5	8	10
very basic/ no signposting	|-----basic/little signposting-----|		|--some signposting + topic related--|		good

Comments/Feedback

Date:…………………………………   Signature……………………………………………………………..(lecturer)