AD CAMPAIGN AUDIENCE EVALUATION FORM PACKET

(Contents: blank evaluation forms to be used for end of semester campaign presentations)

Name of student: __________________________

Code identification (make up anything you wish so the Prof. can give you credit for the assignment while permitting anonymity to the team being evaluated): ______________

Number of completed evaluation forms attached: ______
CLASS AUDIENCE EVALUATION FORM

Name of client brand: _____________________________
My code identification: (needed for student to get credit for this assignment and yet keep the form confidential to the group receiving feedback) ____________

Oral Presentation
(40 point maximum)

_____ Presentation started promptly and stayed within the time allotment (5 points max)
_____ Presentation "polished" and practiced with no reading from notes (10 points max)
_____ Effective use of audio visual aids including lights on at all times (8 points max)
_____ Convincing and powerful campaign to solve client's problem (12 points max)
_____ Team's answers to class questions (5 points max)

_____ TOTAL (40 points max)

Several meaningful sentences giving the team feedback on what was especially terrific or needed improvement. (Note that the quality of your feedback is important to the presenting group. The thoughtfulness of your feedback is worth 15% of your final course grade. Comments like “good presentation” or other such general comments are not useful. Please make certain that your remarks are detailed with respect to strong and weak points and are legible. These factors will be considered in your grade.)