

Technical Skills Scoring Rubric for Marketing Presentations

Presenter's Name: _____

Learning Target 1:	2	3	4	5	Score
Employ technical skills to understand and perform business activities through problem-solving and critical-thinking skills to facilitate business success.	Shows little or no knowledge and understanding of technical skills required for business activities. Student uses minimal problem solving and critical thinking skills for business success.	Shows some knowledge and understanding of technical skills required for business activities. Student uses adequate problem solving and critical thinking skills for business success.	Shows adequate knowledge and understanding of technical skills required for business activities. Student uses developed problem solving and critical thinking skills for business success.	Shows superior knowledge and understanding of technical skills required for business activities. Student uses complete problem solving and critical thinking skills for business success.	
Learning Target 2:	2	3	4	5	
Implement employability and career development skills to obtain and progress in business, sales and service careers by understanding social behaviors as they apply to business, sales and services to better understand customers and the economic environment.	Shows little or no understanding of skills and behaviors required for success in the business world. Student demonstrates minimal understanding of business and the economic environment.	Shows some knowledge and understanding of skills and behaviors required for success in the business world. Student demonstrates adequate understanding of business and the economic environment.	Shows adequate knowledge and understanding of skills and behaviors required for success in the business world. Student demonstrates developed understanding of business and the economic environment.	Shows superior knowledge and understanding of skills and behaviors required for success in the business world. Student demonstrates complete understanding of business and the economic environment.	
Learning Target 3:	2	3	4	5	
Use writing skills to enhance business opportunities in business, sales and services.	Shows little or no understanding of writing skills required for business success. Student demonstrates minimal use of correct and effective business writing.	Shows some knowledge and understanding of writing skills required for business success. Student demonstrates adequate use of correct and effective business writing.	Shows adequate knowledge and understanding of writing skills required for business success. Student demonstrates developed use of correct and effective business writing.	Shows superior knowledge and understanding of writing skills required for business success. Student demonstrates complete use of correct and effective business writing.	
Learning Target 4:	2	3	4	5	
Create business materials and deliver presentations while demonstrating innovation, creativity and imagination.	Shows little or no understanding of presentation development and delivery. Student demonstrates minimal public speaking skills.	Shows some knowledge and understanding of presentation development and delivery. Student demonstrates adequate public speaking skills.	Shows adequate knowledge and understanding of presentation development and delivery. Student demonstrates developed public speaking skills.	Shows superior knowledge and understanding of presentation development and delivery. Student demonstrates complete public speaking skills.	
Learning Target 5:	2	3	4	5	
Use technology appropriate for business careers.	Shows little or no understanding of technology appropriate for business success. Student demonstrates minimal technical skills.	Shows some knowledge and understanding of technology appropriate for business success. Student demonstrates adequate technical skills.	Shows adequate knowledge and understanding of technology appropriate for business success. Student demonstrates developed technical skills.	Shows superior knowledge and understanding of technology appropriate for business success. Student demonstrates complete technical skills.	

Total Score