|  |  |
| --- | --- |
| **The student should have the following four (4) documents:** | **Points** |
| **1 – Target Market Profile**, with:   * Answers to 5 questions about the product’s target market.   (This information is used to help create the student’s presentation.) | \_\_ of 10 |
| **2 – Product-Country Match Research**, with:   * Answers to 12 questions about the product & country the student selected.   (This information is used to help create the student’s presentation.) | \_\_ of 15 |
| **3 – Company Information Sheet** with:   * **Parts 3 – 7 completed** | \_\_ of 20 |
| **4 – Written, Typed Essay – 2-3 pages double spaced, 12 point font and a cover sheet**   * **Essay should contain an introduction, supporting paragraphs outlining the findings in the market and country research, and a conclusion** * **Separate cover sheet should contain (centered on the paper) title, class name, teacher name, and date** | \_\_ of 30 |
| ***TOTAL FOR WRITTEN SECTION*** | *\_\_ of 75* |
| **4 – PPT Presentation**, with: |  |
| * **Slide 1** – Introduction, includes:   + TEXT: Student name and class period   + TEXT: The product name and country selected   + TEXT: Color Theme based on the country’s culture   + SLIDE NOTES: Why the color theme was selected | \_\_ of 5 |
| * + **Slide 2** – Product Highlights, includes:     - MEDIA: Product name     - MEDIA: At least one image related to the product     - TEXT: Product information     - TEXT: Product Modifications     - SLIDE NOTES: More details about the slide information | \_\_ of 5 |
| * + **Slide 3** – Target Market Profile, includes:     - MEDIA: At least one image related to the market     - TEXT: Important information about the target market     - SLIDE NOTES: More details about slide information | \_\_ of 5 |
| * + **Slide 4** – Country Highlights, includes:     - MEDIA: At least one image related to the country     - TEXT: Country information. The information should answer the questions: Why is the country a good fit for the product? How can the country benefit from the product?     - SLIDE NOTES: More details about the slide information | \_\_ of 5 |
| * + **Slide 5-6** – Company Information     - TEXT: Summary of Items 3-7     - SLIDE NOTES: More details about the slide information | \_\_ of 10 |
| * + **Presentation Speaking Portion**     - Student stands attentively in front of class and makes eye contact     - Students voice follows good speaking principles: loudness, tone, projection etc.     - Body language is consistent with higher-level presentation skills – no slouching, leaning, fidgeting etc.     - Language is formal, no slang and no filler words     - Student uses slides appropriately as talking points, does not read slides | \_\_ of 10 |
| * + **Presentation Look and Feel**     - Fonts, colors and images in the slides general work well together     - Slides are not too crowded with text     - Each slide has a title. The titles all match. | \_\_ of 10 |
| ***Total for Presentation Portion*** | ***\_\_ of 50*** |
| **TOTAL** | **\_\_ of 125** |