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| **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** |