

Evaluation Form – Group Presentation
INTERNATIONAL MARKETING MANAGEMENT – EMJ 423

Title of Assignment :
 Group No. :
 Title :

Section 1: Presentation (50 marks)

	Comment	Mark
1. Overall appearance and presentation is professional.		/10
2. Executive summary, Table of contents, and section headings are present and appropriately labelled.		/10
3. Appropriate use of appendices (included where necessary; appendices are referred to in the text; no extraneous appendices)		/10
4. Effective and judicious use of illustrative material (tables and figures are labelled; captions are provided)		/10
5. Well organized with logical flow of ideas.		/10
Total of Section 1		

Section 2: Analytical Content (50 marks)

	Comment	Mark
1. Clearly explained objective and scope of the project.		/10
2. Clear description of the process and thorough analysis of results		/10
3. Well supported conclusions and recommendations		/10
4. Conclusions are tied back to objectives		/10
5. Support on argument		/10
Total of Section 2		

Section 1:

Section 2:

Total: