

**CHAPTER 1 POWERPOINT SCORING GUIDE
MARKETING 1
(UTILITY)**

Category	4	3	2	1	Points
Attractiveness	Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation. 10-8 pts.	Makes good use of font, color, graphics, effects, etc. to enhance to presentation. 7-6	Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content. 5-3	Use of font, color, graphics, effects etc. but these often distract from the presentation content. 2-0	
Content	Covers topic in-depth with details and examples. Subject knowledge is excellent. 10-8 pts.	Includes essential knowledge about the topic. Subject knowledge appears to be good. 7-6	Includes essential information about the topic but there are 1-2 factual errors. 5-3	Content is minimal OR there are several factual errors. 2-0	
Mechanics	No misspellings or grammatical errors. 10-8 pts.	Three or fewer misspellings and/or mechanical errors. 7-6	Four misspellings and/or grammatical errors. 5-3	More than 4 errors in spelling or grammar. 2-0	
Organization	Content is well organized using headings or bulleted lists to group related material. 10-8 pts.	Uses headings or bulleted lists to organize, but the overall organization of topics appears flawed. 7-6	Content is logically organized for the most part. 5-3	There was no clear or logical organizational structure, just lots of facts. 2-0	
	40 pts.			Total →	