**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Entrepreneurship Marketing Research Project Rubric**

Contents of Presentation (28 pts.)

\_\_\_\_\_/2 Slide 1 – Title Page Topic & Your Name

\_\_\_\_\_/4 Slide 2 – State the problem

* Explain the problem you are researching.
* Why you chose this topic.

\_\_\_\_\_/5 Slide 3 – History of Topic 1 – 5 points of data

\_\_\_\_\_/5 Slide 4 – History of Topic 2 – 5 points of data

\_\_\_\_\_/6 Slide 5 – Explain your research approach

* What research approach you used.
* How did you design your research instrument.
* How did your data collection procedure go?

\_\_\_\_\_/4 Slide 6 – Analyze your results

* Give images & comparisons.

\_\_\_\_\_/2 Slide 7 – Reflection on your results

* Is it what you expected? Explain.

Format of Presentation (42 pts.)

\_\_\_\_\_/2 Add a background design to your presentation.

\_\_\_\_\_/6 Each slide must contain brief points of information, not paragraphs.

\_\_\_\_\_/6 Your font must be *at least size* 20.

\_\_\_\_\_/3 You must add at least 3 images to your presentation.

\_\_\_\_\_/7 Add **animations** to your information.

\_\_\_\_\_/2 Error free presentation.

\_\_\_\_\_/6 Print 9 slides per page & email to [tellsworth@fillmorecsd.org](mailto:tellsworth@fillmorecsd.org)

\_\_\_\_\_/10 Shared with your classmates.

Total points \_\_\_\_\_\_\_\_\_\_\_\_\_/ 70

Final Grade \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_