

Presentation: Evaluation Criteria (1/2)

The evaluation of presentations held at the IMU-Marketing is based on the following criteria:

1. Structure / Content

- Thread / Transitions
- Well-arranged structure (exposure of the presentation)
- Focus on the relevant points (main focus settlement)
- Argument capability (theme comprehension)
- Time management
- Closure of the presentation

2. Communication

- Open talking
- Comprehensibility (language and acoustics)
- Composition of the slides (text / picture-ratio)
- Creativity
- Interactivity/ Eye contact
- Media application (preparation and test run)
- Motivating presentation style
- Appearance



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**UNIVERSITÄT
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Abteilung Marketing

Presentation: Evaluation Criteria (2/2)

3. Discussion / Question Response

- Transition to the discussion
- Answering competence
- Capability of argumentation
- Moderation of the discussion (time management)
- Motivation and preparation