

Sales and Marketing Presentation

Start Assignment

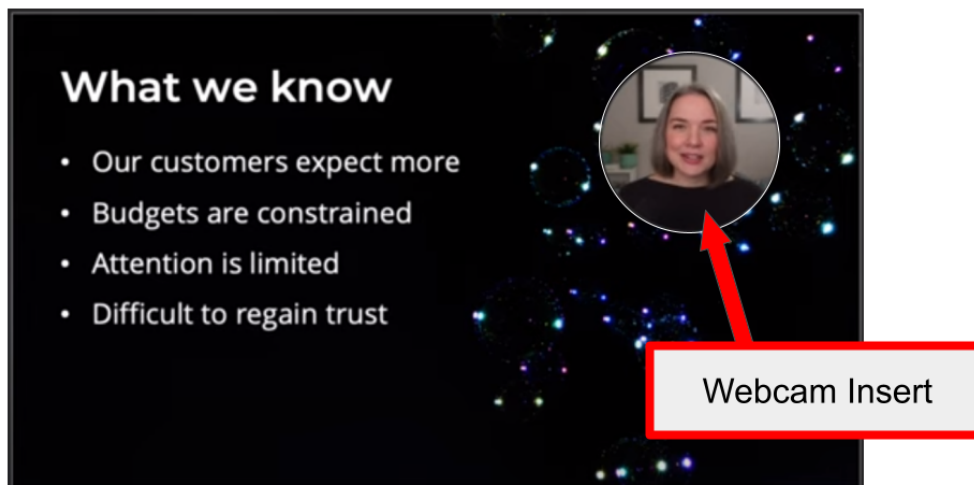
- Due Sunday by 11:59pm
- Points 100
- Submitting a website url, a media recording, or a file upload

Instructions

Submit your presentation slide deck here on this page when it is finished.

This week, you will also present your Capstone Sales and Marketing Plan in class to your classmates. As you prepare and rehearse for your live presentation, remember that your intended audience for your presentation is the management of your chosen company and your goal is to convince them to fund and implement your plan and marketing ideas.

If you are unable to attend class, or if there isn't time during class for all students to present live, you may video-record your presentation and submit a link to your video (after uploading the video file to your Cleary YouTube account). If you choose this option, I highly recommend using the built-in recording tool in PowerPoint to record your slides along with your voice and your face. ([Watch this short how-to video to learn more](https://support.microsoft.com/en-us/office/record-a-presentation-2570dff5-f81c-40bc-b404-e04e95ffab33) [➡\(https://support.microsoft.com/en-us/office/record-a-presentation-2570dff5-f81c-40bc-b404-e04e95ffab33\)](https://support.microsoft.com/en-us/office/record-a-presentation-2570dff5-f81c-40bc-b404-e04e95ffab33).) For further tips about recording your video, uploading it to your Cleary YouTube account, and obtaining the link to your video, visit the **"Video Assignments" tab on the "Welcome! Start Here" page** (<https://cleary.instructure.com/courses/6054/pages/welcome-start-here-3>)..



Additional tips and guidelines:

- Your presentation should include a slide presentation (PowerPoint, Google Slides, Prezi, etc.).
- If it's your first time using PowerPoint (or if you haven't used it in a while), check out this helpful tutorial video (20:27): [PowerPoint Tutorial for Beginners](https://youtu.be/I5lj7nUy9UQ?si=S9jldQc_YFEHuk92) [➡\(https://youtu.be/I5lj7nUy9UQ?si=S9jldQc_YFEHuk92\)](https://youtu.be/I5lj7nUy9UQ?si=S9jldQc_YFEHuk92)..

- Rehearse delivering your presentation to the point that you do not need to read from your script.
- Practice varying the speed and volume of your voice to add emphasis to key points.
- Include relevant graphics and data visualizations (e.g., tables, graphs) to illustrate and support elements of your plan.

Submitting Your Assignment

When saving your assignment, use: YourLastName_FirstInitial_AssignmentName_Wk# (ex. Cox_M_Essay_Wk5).

1. Click the *Submit Assignment* button.
2. Click the *Choose File* button and upload file.
3. Click the *Submit Assignment* button to submit.

[How to submit an online assignment \(https://community.instructure.com/en/kb/articles/664101-video-how-do-i-submit-an-online-assignment\)](https://community.instructure.com/en/kb/articles/664101-video-how-do-i-submit-an-online-assignment) (video)

This assignment meets the following **course** learning outcomes:

- Describe how marketers, advertisers, and sales professionals create value for a product or service.
- Investigate how identifying different market segments can create opportunities for business growth and expansion.
- Clarify the roles (existing and potential) of professional sales and marketers in a business organization and explain professional communication techniques used in sales careers.
- Explore and evaluate various methods to market and sell to specific target markets by understanding consumer behavior and define a consultative selling model and personal selling skills.
- Analyze current marketing, advertising, and sales techniques and use of social media to determine the best methods for your business enterprise.
- Compare sales and marketing structural options for various sales strategies.
- Evaluate ethical circumstances commonly seen in the sales process and identify concepts and terms relevant to transactional marketing.

Presentation Rubric (1)

Criteria	Ratings				Pts
Organization	20 to >15.0 pts Capstone Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	15 to >10.0 pts Milestones Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	10 to >5.0 pts Milestones Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	5 to >0 pts Benchmark Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.	20 pts
Language	20 to >15.0 pts Capstone Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	15 to >10.0 pts Milestones Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	10 to >5.0 pts Milestones Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.	5 to >0 pts Benchmark Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.	20 pts
Delivery		15 to >10.0 pts Milestones Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	10 to >5.0 pts Milestones Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.		20 pts

Criteria	Ratings				Pts
	20 to >15.0 pts			5 to >0 pts	
Supporting Material	Capstone Delivery techniques (posture, gesture, eye contact, and supporting materials (explanations, expressiveness) make the presentation compelling, and speaker appears polished and confident. make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/ authority on the topic.	13 to >6.0 pts Capstone A variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/authority on the topic.	6 to >0.0 pts Milestones Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/authority on the topic.	Benchmark Milestones Delivery techniques (posture, gesture, eye contact, and supporting materials (explanations, expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable. Make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/authority on the topic.	20 pts
Central Message	20 to >15.0 pts Capstone Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)	15 to >10.0 pts Milestones Central message is clear and consistent with the supporting material.	10 to >5.0 pts Milestones Central message is basically understandable but is not often repeated and is not memorable.	5 to >0 pts Benchmark Central message can be deduced, but is not explicitly stated in the presentation.	20 pts
Total Points: 100					