Class Hour:

Student Names:

Promotion Type:

Types of Sales Promotion

Presentation Evaluation

Slide 1: Definition

* Your Instructor approved your definition / 5 pts Initials
* Correct definition given from the notes /5
* Is your promotion directed at the consumer or industrial market? /5

Slide 2 & 3

* Your instructor Approved both Examples before you presented /10
* Example #1 of your type of sales promotion is accurate /5
* Example #1 included a Visual/graphic/model of promotion type taught /5
* Example #2 of your type of sales promotion is accurate /5
* Example #1 included a Visual/graphic/model of promotion type taught /5

Slide 4

* Case study or article of promotion effectiveness (positive aspects)
* 2 bullets points of statistics/information on how effective your sales promotion type
* Link from article included in your presentation /5

Background & Style of presentation /10

Minimum 1 minute presentation with both partners presenting equally /5

Listening and respectfulness towards others /10

Spelling Errors, Professional Presentation /5

Overall Total /80