

Communication

	Level 1	Level 2	Level 3	Level 4
Clear/Loud Voice	The presentation was often difficult to hear/understand	At times, the presentation was difficult to hear/understand	The presentation was clear and could be heard around the room	The presentation was very clear and could be easily heard from anywhere in the room
Eye Contact	Eye contact very limited	Some eye contact made	Eye contact was frequent, with limited looking at notes/visual aid	Eye contact was constant
Posture/Body Language	Body language lacked a professional approach	Body language had some issues throughout	Body language was usually professional	Professional and engaging
Confidence/Enthusiasm	Limited audience attention	The audience was sometimes captivated and interested	For the majority of the presentation, the audience was captivated and interested	The audience was captivated throughout the entire presentation

Visual Aid

	Level 1	Level 2	Level 3	Level 4
Large Text	The text was not large	The text has some large elements	The text was large	The text was large and visible from anywhere in the room
Limited Text	There was a lot of text, it could have been the presentation	There was a significant amount of text, but the oral presentation enhanced it	The oral presentation and the text balanced each other out	The oral presentation was critical to fully understanding the text
Pictures	There are few and/or unrelated pictures	There are a few related pictures	The pictures are frequent and related	The pictures enhance the audiences understanding of the topic

Content

	Level 1	Level 2	Level 3	Level 4
Companies	The companies involved are identified	The companies involved are identified and a very brief description about the companies is provided	The companies involved are identified and a description of the companies is provided	The companies involved are identified and a clear but concise understanding of the industry and the companies are provided
Timeline	The year is provided	The year and some information about the context is provided	The year and detailed information about the context is provided	The year is provided and a thorough understanding of the context is provided
Supply	Advantages are listed Disadvantages are listed Changes that caused the desire for a merger are listed	Advantages are outlined Disadvantages are outlined Changes that caused the desire for a merger are outlined	Advantages are described Disadvantages are described Changes that caused the desire for a merger are described	Advantages are described and explained/justified Disadvantages are described and explained/justified Changes that caused the desire for a merger are described and explained/justified
Demand	Advantages are listed Disadvantages are listed Changes that caused the desire for a merger are listed	Advantages are outlined Disadvantages are outlined Changes that caused the desire for a merger are outlined	Advantages are described Disadvantages are described Changes that caused the desire for a merger are described	Advantages are described and explained/justified Disadvantages are described and explained/justified Changes that caused the desire for a merger are described and explained/justified
Government	Limited information provided	Some information provided	Detailed information provided	Thorough information provided
Market	Original market is identified New market is identified	Original market is identified and the market is explained New market is identified and the market is explained	Original market is identified, explained, and justified in relation to the companies involved New market is identified, explained, and justified in relation to the companies involved	Original market is identified, explained, and justified in relation to the companies involved as well as the other companies in the market New market is identified, explained, and justified in relation to the companies involved as well as the other companies in the market