GEOG 4220/5220: Applied Retail Geography
Presentation Assessment Form

Name(s): _____

Part A: Specific Presentation Components	Excellent	Satisfactory	Weak	Poor
1. Research problem definition	Constructs a clear and insightful problem statement with evidence and detail for all or most of the relevant contextual factors.	Constructs a clear problem statement with evidence and detail for the majority of the relevant contextual factors.	Constructs a somewhat clear problem statement with evidence and detail for some of the relevant contextual factors.	Constructs a problem statement with minimal clarity that does not include relevant contextual factors or details
2. Significance and relevance of the problem	Clear and compelling	Clear and somewhat compelling	Somewhat unclear and minimally compelling	Unclear and not compelling
3. Research methodologies and datasets employed	Well-justified and clearly explained	Moderately justified and somewhat explained	Minimally justified and explained	Not justified or explained
4. Research findings	Sufficiently detailed and appropriate	Adequate and appropriate	Weak and somewhat appropriate	Insufficient and not appropriate
5. Conclusions	Comprehensive explanations or analysis to solve the central problem. Draws all appropriate conclusions based on information.	Accurate and clear explanations to solve the central problem. Draws appropriate conclusions based on that information.	Somewhat accurate explanations to solve a data or numerical problem. Draws some appropriate conclusions.	Attempts explanation to solve central problem, draws incorrect or incomplete conclusions.
6. Overall, the analysis addressed the problem and client needs	Well	Adequately	Weakly	Insufficiently
Part B: Overall Presentation Quality	**Excellent**	**Satisfactory**	**Weak**	**Poor**
1. Presentation organization	Clear, consistent and cohesive (included introduction, conclusion, sequence in body).	Mostly clear and consistent within the presentation (introduction, conclusion, sequence in body).	Somewhat clear and consistent within the presentation (introduction, conclusion, sequence in body).	Lacks clarity and consistency within the presentation (introduction, conclusion, sequence in body).
2. Presenter delivery	Delivery techniques (posture, gesture, eye contact, vocal expression) make the presentation compelling and speaker appears prepared and confident.	Delivery (posture, gesture, eye contact, and vocal expression) make presentation somewhat compelling. Speaker appears prepared but lacks some confidence.	Delivery (posture, gesture, eye contact, and vocal expression) makes the presentation understandable. Speaker appears to lack preparation and confidence.	Delivery (posture, gesture, eye contact, and vocal expression) detract from presentation. Speaker appears not to be prepared or confident.
3. Presentation supporting material	Content (explanations, examples, maps, statistics) strongly support the presentation.	Some content (explanations, examples, maps, statistics) moderately support the presentation.	A small amount of content (explanations, examples, maps, statistics) somewhat support the presentation.	Insufficient content (explanations, examples, maps, statistics,) only minimally supports the presentation.
4. Presentation held my interest	Well	Adequately	Somewhat	Not at all

Comments (e.g., what worked well, what could be improved):

Overall Score:

Number of "Excellent" Ratings = _____ x 10 = _____

Number of "Satisfactory" Ratings = _____ x 8 = _____

Number of "Weak" Ratings = _____ x 6 = _____

Number of "Poor" Ratings = _____ x 4 = _____

Grand Total = _____ /100