

Pitch to your boss

Criteria	5 points	3 points	1 point
Email	The email was clear, focused and purposeful. The introduction was attention grabbing, the body clearly described the purpose of the meeting and the conclusion had call to action to set up a meeting.	The email was clear, but not as focused and tended to get off topic a bit. There was a clear introduction, body and conclusion. The email could have been more interesting with an attention getting introduction. There was a call to action to set up a meeting,	The email was not clear, lengthy and did not have a defined purpose. There was no introduction, body or conclusion. There was no call to action to set up a meeting.
Content	Excellent- Video pitch is appropriate in length and information clearly relates to the main topic. The presenter clearly defined the issue at hand, provide solutions, strengths/weaknesses of social media, examples and information to convince their boss to change his mind about social media and Maple Grove Subs.	Good- Post is appropriate length but ideas developed for discussions are minimal or vague. Minimal information was presented related to strengths/weaknesses of social media, examples and information to convince their boss to change his mind about social media and Maple Grove Subs.	Poor- Posts is short, does not address several of the key topics needed to convince their boss to change his mind about social media and Maple Grove Subs. The author provided little to no examples to support their ideas. The posts had very little or nothing to do with the main topic.
Posts Connects to Course Materials	Excellent-Author makes a strong connection between their thoughts and the readings/lectures. The author was able to cite at least two of the readings/lectures	Good-Excellent- Author makes a good connection between their thoughts and the readings/lectures. The author was able to cite at least one of the readings/lectures	Poor- The author posts lacked a connection between their thoughts and the readings/lectures. The author cited no reading/lectures to



	to support their examples.	to support their examples.	support their examples.
Presentation	Excellent- The presentation was easy to follow and understand. The presentation was nicely designed and visual. All presenters were engaging, interesting and had a smooth delivery.	Good- At times the presentation was difficult to follow. The presentation had some visuals and common theme. All presenters were knowledgeable and for the most part interesting.	Poor- The presentation was difficult to follow and understand. The presentation was lacked pictures and a consistent theme. All presenters were not engaging or interesting and delivery was rough.
Student Response	2pts Excellent - Students watched and responded to the right number of posts. The comments and feedback were interesting and relevant.	1pt Good- Students watched and responded to the right number of posts but the comments and feedback were not helpful or relevant.	

