

**Assessment Final assignment Presentation Music Marketing (Total grade is 20% of the final course grade)**

- Insufficient          +/- 5-6          + 6.5-7.5          ++ 8 and higher

**A. Findings and assessment**

<i>* if insufficient adjust and resit</i>	Not Available	-	+/-	+	++
Audience (10%)  - Interaction; - empathy; - Preparation;					
Message (10%)  - Clear; - Well formulated;					
Structure (20%)  - Opening; - Message; - Relevance; - Clear storyline; - Examples; - Key lock;					
Story (30%)  - Substantiation; - Motivation; - Goal; - Conviction of spectators;					

<p>Images (Audio Visual support) (10%)</p> <ul style="list-style-type: none"><li>- Do the images and videos support the story?</li><li>- Design;</li><li>Copyrights?</li></ul>					
<p><b>Execution (20%)</b></p> <ul style="list-style-type: none"><li>- Verbal;</li><li>- Non verbal;</li><li>- Intonation;</li><li>- Voice rate;</li><li>- Volume;</li><li>- Preparation;</li></ul>					

PAY ATTENTION:

1. Total must at least be sufficient;